

AGENDA
ADVERTISING AND PROMOTION COMMISSION
December 12, 2011 2:00 p.m. Fayetteville Town Center

- I. Call to Order – Maudie Schmitt

- II. Reports
 - A. Approval of Minutes for October and November regular monthly meetings
 - B. Financial Report
 - 1. HMR Revenues – Marilyn Heifner
 - 2. Financial Statements - Keith Glass
 - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
 - C. Clinton House Museum Report -
 - D. Visitor Bureau Report – Shelly Walters
 - E. Town Center Report – Sandra Bennett
 - F. Executive Director Report – Marilyn Heifner
 - G. Advertising Agency Report – Mike Sells

- III. Old Business

- IV. New Business
 - A. Increase in Parking deck daily charge
 - B. Old Post Office

- V. Executive Session to Evaluate Executive Director

- VI. Adjourn

**ADVERTISING AND PROMOTION COMMISSION
REGULAR MEETING
October 10, 2011**

Commissioners Present: Bob Davis, Lioneld Jordan, Hannah Mills, Maudie Schmitt, and Justin Tennant.

Commissioners Absent: Brandon Karn and Bill Lyle

Staff Present: Marilyn Heifner, Sandra Bennett, Shelly Walters

CALL TO ORDER

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on October 10, 2011, at the Fayetteville Town Center at 2:00 p.m.

MINUTES

Moved by Davis, second by Tennant to approve the minutes of the September meeting with the change that Schmitt called the meeting to order. Motion carried.

FINANCIAL REPORT

HMR Revenue – Collections for the month of September were \$195,427, a 5.94% increase. Year to date increase is 4.82%, with a total of \$1,697.204.

Financials – Keith Glass reviewed financials. All accounts are in line with budget. A & P revenue to actual is up \$60,000 from a year ago. Town Center improvements were not a line item budget item.

Update from the City Attorney – Kit Williams said no HMR overdue taxes were collected by the Prosecutor. Two of the 14 cases were closed with full payment of the overdue HMR taxes.

CLINTON HOUSE MUSEUM

The Clinton House Museum had 212 visitors in September. The House has received a lot of media coverage for the Fayetteville book signing and for the Billgrimage program with the other Clinton Arkansas historical sites. The Board of Directors met at the Museum. Marilyn Edwards joined the Board as a member. October events include a book signing by one of Hillary's dressmakers in the White House, Martha Dixon on October 26.

CONVENTION VISITORS BUREAU

The Visitors Center had a 93.4 % increase in September for \$5182.26 in sales. We had a 25.2% increase in visitors to 1313 for the month. We mailed out 1019 Fayetteville guides in September.

Definite bookings and leads were strong for the month with motor coaches, 2012 volleyball tournaments, and America in Bloom for 2012.

September activities: First Thursday with Fest of All was a great partnership filling the square and two stages. There were a number of attendees that had not been to the event before. Labor Day weekend Hispanic Caucus was in town for a two day event at Town Center, Clinton House, and Dickson Street. The CVB conducted site visits for America in Bloom and Travel Time Tours. Julie attended South Central Motor coach. The staff with the help of Dr. Way's tourism class worked two information tents for BBB and passed out 10,000 schedules and event maps.

Facebook fans: 16453

Twitter: 922

TOWN CENTER

The Town Center has reached 69% of their yearly goal. Average per contract sales was up 45% over 2011. Twenty-one events were completed in September. An operation item to be addressed is a suspected leak in the fountain.

EXECUTIVE DIRECTOR

All employees are working extremely hard. Work is proceeding on budgets for 2012 and job descriptions have been reviewed for accuracy. October is a busy month for all entities and should show reflections in the HMR figures. All CVB staff members helped to man the BBQ booths at Baum and on Dickson St. They were helped by UA Hospitality program students.

ADVERTISING AGENCY

The state room tax is up 1.74% with Fayetteville up 4.82%. Mike Sells reported web downloads of the Fayetteville guide at 314. Average time spent on a page is 4 minutes, 43 seconds. Facebook traffic continues – the running ad has been redirected to the Fayetteville 1.2 marathon and has had 35- clickthroughs. Clinton House Museum Facebook ad starts today. The Fayetteville Guide rate card and early bird special for the 2012 guide is in preparation.

OLD BUSINESS

None

NEW BUSINESS

Input from Commissioners re: Fayetteville Tourism

STRENGTHS

- University of Arkansas & athletic facilities
- Walton Arts Center
- Sense of Community/events i.e., Farmer's Market, First Thursday
- Dickson Street
- Botanical Garden of the Ozarks
- Central U. S. location
- Established restaurants and unique locally owned restaurants
- Support of local businesses
- Forward thinking people
- Green

Trails
Nature

THREATS

Crystal Bridges
WAC expansion
Fewer home games (UA)
Economy

OPPORTUNITIES

Partner with Crystal Bridges and Arts
Downtown hotel renovations
AMP & new facilities
UA athletic events and facilities
Fayetteville High School facilities
AAO
Successful UA programs
Bruce Lee Museum

WEAKNESSES

Lack of convention center/hotel rooms
Parking problem perception for Dickson St.
Carrying organizations on A & P dollars
New Attractions

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner
Executive Director

**ADVERTISING AND PROMOTION COMMISSION
REGULAR MEETING
November 14, 2011**

Commissioners Present: Bob Davis, Lioneld Jordan, Brandon Karn, Bill Lyle, Hannah Mills, Maudie Schmitt, and Justin Tennant.

Commissioners Absent: None

Staff Present: Marilyn Heifner

The Commission met as a Committee of the Whole beginning at noon to visit with those asking for funds for special projects.

Following that, they adjourned to the Director's Room to discuss funding available and funding for projects.

CALL TO ORDER

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on November 14, 2011, at 2:00 p.m.

APPROVAL OF BUDGETS

Marilyn presented the budgets for the Clinton House Museum, The CVB, and the A & P Commission. Moved by Karn, second by Tennant to approve the budgets. Motion carried.

FUNDING REQUESTS

Moved by Davis, second by Tennant to reallocate funds in 2011 which will not be used for special projects this year and to allocate \$7000 to Last Night project. Motion carried.

Moved by Davis, second by Karn to approve funding in 2012 for the following:

| | |
|---|--------|
| DECA Fashion Show | \$1828 |
| Men's Expo | 500 |
| Iron Pig Festival | 2500 |
| Earth Day Festival | 2000 |
| 2012 SEC Women's Golf Championship | 5000 |
| Fay. Foam Fest & NWA Cheese Dip Classic | 6500 |
| ROCK IT Music Week | 7000 |
| Joe Martin Stage Race | 0 |
| Dogwood Walk | 0 |
| Arts Live Theatre | 2000 |
| Weekend of Champions | 10000 |
| NCAA Baseball Regional & Super Regional | 10000 |
| Arkansas H. S. All Star Games | 30000 |
| Arkansas H. S. Coaches Clinic | 27500 |
| Ozark Valley Triathlon | 0 |
| Fayetteville Freedom Fireworks | 15000 |

| | |
|--|-------|
| Fayetteville SCR Water-Ski Championships | 5000 |
| Word Camp | 1000 |
| Hooten High School football game | 7000 |
| FEST of ALL | 0 |
| Tri-State Volleyball Challenge | 3000 |
| Chile Pepper Cross Country Festival | 0 |
| Arkansas Entertainers Walk of Fame | 0 |
| Fayetteville Underground – request withdrawn | |
| Mural Project | 5000 |
| NWA Community Creative Center | 5000 |
| Ozark Military Museum | 0 |
| Theatre Squared | 20000 |
| Washington County Fair Livestock Arena | 10000 |

Total Distribution - \$175,828 dollars in special project funds.

Karn requested staff to look into capitalize on Crystal Bridges opening for Fayetteville. He said the Underground could have the same draw and other Fayetteville attractions could be the reason a visitor stayed an extra day.

Marilyn will research options for utilization of space for needs reflected in Commissioners SWOT analysis last month.

Commissioners requested that Sells Agency make sure that when Crystal Bridges was GOOGLED that Fayetteville comes up.

HMR TAXES

Kit Williams reported on collection of overdue HMR taxes. Cases have jumped to 23 in October, 9 have \$0 balances due, 6 are closed. Collections were over \$5,000, with year to date collections around \$34,300.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner
Executive Director

Advertising and Promotion Commission
For month of October 2011

| | |
|--|----------------------------------|
| Current Year HMR Collected (2120.0912.4101.00) | \$ 214,597.18 |
| Prior Year Collected (2120.0912.4101.01) | \$ 116.30 |
| First Security Investment Interest Revenue (2120.0912.4708.00) | \$ 1,758.96 |
| Total Revenues | <hr/> \$ 216,472.44 |
| Annual Bond Audit Expense (2120.9120.7602.60) | \$ - |
| Collection Expense (2120.9120.5333.00) | \$ (4,294.27) |
| Bank of OK Quarterly Fee (2120.9120.5712.00) | \$ (1,125.00) |
| Town Center Bond Payment (2120.9120.5712.00) | \$ (56,133.99) |
| 2009 Property Taxes on Town Center (2120.9120.7602.60) | \$ (1,946.70) |
| 2010 Property Taxes on Town Center (2120.9120.7602.60) | \$ (1,922.62) |
| Total Expenses | <hr/> \$ (65,422.58) |
| Total Check to A&P | <hr/> <hr/> \$ 151,049.86 |

***~ This report represents HMR collections through the end of the month.
These figures may include past due amounts.***

Advertising and Promotion Commission
For month of November 2011

| | |
|--|---------------------------|
| Current Year HMR Collected (2120.0912.4101.00) | \$ 203,372.82 |
| Prior Year Collected (2120.0912.4101.01) | \$ 155.92 |
| First Security Investment Interest Revenue (2120.0912.4708.00) | \$ 1,002.79 |
| Total Revenues | <hr/> \$ 204,531.53 |
| Annual Bond Audit Expense (2120.9120.7602.60) | \$ - |
| Collection Expense (2120.9120.5333.00) | \$ (4,070.57) |
| Bank of OK Quarterly Fee (2120.9120.5712.00) | |
| Town Center Bond Payment (2120.9120.5712.00) | \$ (56,133.99) |
| 2010 Property Taxes on Town Center (2120.9120.7602.60) | |
| Total Expenses | <hr/> \$ (60,204.56) |
| Total Check to A&P | <hr/> <hr/> \$ 144,326.97 |

***~ This report represents HMR collections through the end of the month.
These figures may include past due amounts.***



Keith M. Glass, CPA

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Accountant's Compilation Report

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fax (479) 846-4314

To Commission Members,

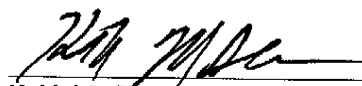
I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of October 31, 2011 and the related statements of revenue and expenses for the period then ended, and ten months then ended and the period then ended last year, and nine months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

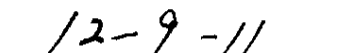
Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.


Keith M. Glass, CPA


Date

Fayetteville A&P Commission
Statement of Assets, Liabilities & Equity - Modified Cash Basis
October 31, 2011

ASSETS

| | | |
|--------------------------------|----|--------------|
| Current Assets | | |
| CVB Cash in Register | \$ | 100.00 |
| CHM Cash in Register | | 100.00 |
| Arvest A&P General #4856 | | 176,789.82 |
| 1st Security A&P General #8714 | | 381,656.50 |
| 1st Sec Fay Town Ctr #8722 | | 138,146.94 |
| 1st Sec. Clinton House #8749 | | 37,261.26 |
| 1st Sec. Conv Visitor #8730 | | 76,816.18 |
| Arvest Payroll Account #4636 | | 22,170.50 |
| Accounts Receivable | | 18.48 |
| Due From Other Funds | | 56,116.92 |
| Investments | | 1,763,046.57 |
| Investment Adj to Market | | 10,057.07 |
| Total Current Assets | | 2,662,280.24 |
| Property and Equipment | | |
| Furniture and Fixtures | | 41,952.36 |
| Equipment | | 179,689.91 |
| Leasehold Improvements | | 45,775.99 |
| CVB Building | | 930,569.02 |
| CVB Land | | 198,621.00 |
| Building Additions | | 318,677.24 |
| Accum. Depreciation | | (339,396.50) |
| Total Property and Equipment | | 1,375,889.02 |
| Other Assets | | |
| Total Other Assets | | 0.00 |
| Total Assets | \$ | 4,038,169.26 |

LIABILITIES AND CAPITAL

| | | |
|--------------------------------|----|------------|
| Current Liabilities | | |
| Aflac | \$ | 221.14 |
| Colonial Life & Acc Ins Payabl | | (638.00) |
| Federal Payroll Taxes Payable | | 9,146.87 |
| FUTA Tax Payable | | 732.93 |
| State Payroll Taxes Payable | | 1,572.38 |
| SUTA Payable | | (3,003.12) |
| Employee Benefits Payable | | 7,614.53 |
| Due to Other Funds | | 7,341.89 |
| Due to Town Center | | 4,142.40 |
| Total Current Liabilities | | 27,131.02 |
| Long-Term Liabilities | | |
| Total Long-Term Liabilities | | 0.00 |
| Total Liabilities | | 27,131.02 |

See Accountants' Compilation Report

Fayetteville A&P Commission
Statement of Assets, Liabilities & Equity - Modified Cash Basis
October 31, 2011

| | | |
|--------------------------------|--------------|-----------------|
| Capital | | |
| Beginning Balance Equity | 3,879,562.33 | |
| Unrestricted Fund Balance | 281,937.74 | |
| Restricted Fund-540 Film Grant | 221.53 | |
| Retained Earnings | 225.00 | |
| Net Income | (150,908.36) | |
| | | |
| Total Capital | | 4,011,038.24 |
| Total Liabilities & Capital | | \$ 4,038,169.26 |

See Accountants' Compilation Report

Fayetteville A&P Commission
Statements of Revenue & Expenses - Modified Cash Basis
For the Month and Ten Months Ending October 31, 2011

| | Current Month | | Year to Date | |
|-------------------------------|---------------|--------|-----------------|--------|
| Revenues | | | | |
| HMR Tax Revenue | \$ 214,597.18 | 83.21 | \$ 1,879,895.27 | 75.80 |
| Prior Year HMR Tax Revenue | 116.30 | 0.05 | 12,873.81 | 0.52 |
| Rental Income | 28,056.48 | 10.88 | 325,568.88 | 13.13 |
| Other Income | 2,026.00 | 0.79 | 16,439.85 | 0.66 |
| Parking Revenue | 875.00 | 0.34 | 4,366.00 | 0.18 |
| Parking Lease | 0.00 | 0.00 | 8,680.86 | 0.35 |
| Gift Shop Sales | 204.01 | 0.08 | 3,534.78 | 0.14 |
| Visitor Store | 7,255.70 | 2.81 | 51,604.27 | 2.08 |
| Partnership Income | 0.00 | 0.00 | 4,400.00 | 0.18 |
| Admission Revenue | 1,440.44 | 0.56 | 6,423.57 | 0.26 |
| Special Projects | 0.00 | 0.00 | 9,442.19 | 0.38 |
| Interest Income Investments | 1,899.36 | 0.74 | 11,924.63 | 0.48 |
| Interest Income Checking | 258.22 | 0.10 | 3,855.17 | 0.16 |
| Visitor Guide Ad Income | 0.00 | 0.00 | 12,075.00 | 0.49 |
| Hospitality Summit | 0.00 | 0.00 | 180.00 | 0.01 |
| LOTO Sponsor Income | 1,175.00 | 0.46 | 1,260.00 | 0.05 |
| Fee Refunds | 0.00 | 0.00 | (2,525.00) | (0.10) |
| Transfer In | 0.00 | 0.00 | 130,000.00 | 5.24 |
| Total Revenues | 257,903.69 | 100.00 | 2,479,999.28 | 100.00 |
| Cost of Sales | | | | |
| Clinton House Gift Shop | 0.00 | 0.00 | 3,714.78 | 0.15 |
| Total Cost of Sales | 0.00 | 0.00 | 3,714.78 | 0.15 |
| Gross Profit | 257,903.69 | 100.00 | 2,476,284.50 | 99.85 |
| Expenses | | | | |
| Signage- Tourism | 35.00 | 0.01 | 6,814.04 | 0.27 |
| Credit Card Discounts | 423.61 | 0.16 | 4,936.88 | 0.20 |
| Bank Charges | 0.00 | 0.00 | 437.73 | 0.02 |
| Parking Expense | 0.00 | 0.00 | 665.00 | 0.03 |
| Advertising & Marketing | 4,019.39 | 1.56 | 363,424.75 | 14.65 |
| Brochures | 0.00 | 0.00 | 147,688.17 | 5.96 |
| Accounting & Legal Fees | 0.00 | 0.00 | 5,870.00 | 0.24 |
| Audit Expense | 0.00 | 0.00 | 2,100.00 | 0.08 |
| Office Expense | 1,053.33 | 0.41 | 12,646.99 | 0.51 |
| Visitor Store Exp | 8,640.44 | 3.35 | 38,244.25 | 1.54 |
| Insurance-Building | 9,634.00 | 3.74 | 9,634.00 | 0.39 |
| Insurance & Health Benefits | 6,777.03 | 2.63 | 48,510.20 | 1.96 |
| 408 (P) Company Match | 976.78 | 0.38 | 9,167.38 | 0.37 |
| Car Allowance | 300.00 | 0.12 | 3,000.00 | 0.12 |
| Telephone Expense | 1,267.53 | 0.49 | 8,276.06 | 0.33 |
| Postage and Shipping Expense | (776.91) | (0.30) | 10,644.75 | 0.43 |
| Tracking Software | 0.00 | 0.00 | 1,695.00 | 0.07 |
| Material & Supplies | 0.00 | 0.00 | 2,019.64 | 0.08 |
| Rent | 0.00 | 0.00 | 12,000.00 | 0.48 |
| Maintenance/Lawn | 25.00 | 0.01 | 490.97 | 0.02 |
| Repairs & Maintenance Expense | 4,458.74 | 1.73 | 126,356.31 | 5.10 |
| Kamensky Fountain Maintenance | 384.52 | 0.15 | 5,092.10 | 0.21 |
| Linens | 3,719.50 | 1.44 | 21,452.07 | 0.87 |
| Publications & Dues | 500.00 | 0.19 | 14,415.00 | 0.58 |
| Travel/Training Expense | 4,321.83 | 1.68 | 25,907.13 | 1.04 |

See Accountants' Compilation Report

Fayetteville A&P Commission
Statements of Revenue & Expenses - Modified Cash Basis
For the Month and Ten Months Ending October 31, 2011

| | Current Month | | Year to Date | |
|-----------------------------|---------------|-------|-----------------|--------|
| Taxes & Licenses | 0.00 | 0.00 | 4,362.23 | 0.18 |
| Collections Expense | 4,294.27 | 1.67 | 37,855.38 | 1.53 |
| Payroll Tax Expense | 2,714.72 | 1.05 | 29,195.51 | 1.18 |
| Convention Development | 4,908.25 | 1.90 | 35,937.08 | 1.45 |
| Research Expense | 0.00 | 0.00 | 475.00 | 0.02 |
| Contract Labor | 4,361.50 | 1.69 | 44,420.99 | 1.79 |
| Wages Expense | 34,798.73 | 13.49 | 348,375.05 | 14.05 |
| Electricity Utility | 4,099.56 | 1.59 | 54,706.71 | 2.21 |
| Gas Utility | 272.82 | 0.11 | 9,532.09 | 0.38 |
| Water Utility | 171.99 | 0.07 | 8,126.92 | 0.33 |
| Cable | 812.26 | 0.31 | 6,406.51 | 0.26 |
| Recycling | 171.89 | 0.07 | 1,444.77 | 0.06 |
| Security | 291.85 | 0.11 | 4,894.72 | 0.20 |
| Airport Advertising | 0.00 | 0.00 | 4,170.00 | 0.17 |
| Minor Equipment | 0.00 | 0.00 | 18,077.49 | 0.73 |
| Minor Equipment Capitalized | 0.00 | 0.00 | 151,055.01 | 6.09 |
| Airport Info Booth | 0.00 | 0.00 | 1,200.00 | 0.05 |
| Other Expense | 1,347.82 | 0.52 | 7,813.64 | 0.32 |
| All Star Games | 0.00 | 0.00 | 48,308.00 | 1.95 |
| Saturday of Champions | 0.00 | 0.00 | 6,198.50 | 0.25 |
| DECA | 0.00 | 0.00 | 1,827.75 | 0.07 |
| Square Gardens | 0.00 | 0.00 | 281.65 | 0.01 |
| Dickson St Special Project | 0.00 | 0.00 | 900.00 | 0.04 |
| Town Center Garden Maint | 0.00 | 0.00 | 69.04 | 0.00 |
| Joe Martin | 0.00 | 0.00 | 2,500.00 | 0.10 |
| Bikes, Blues, & Hot Rods | 0.00 | 0.00 | 445.00 | 0.02 |
| LOTO Special Project | 15,000.23 | 5.82 | 38,509.13 | 1.55 |
| Arts Live Theatre | 0.00 | 0.00 | 1,000.00 | 0.04 |
| Misc Special Project | 20,962.31 | 8.13 | 177,723.66 | 7.17 |
| Bond Payments-Town Center | 56,304.00 | 21.83 | 563,040.00 | 22.70 |
| Trustee Expense | 2,877.61 | 1.12 | 6,852.61 | 0.28 |
| Transfer OUT | 0.00 | 0.00 | 130,000.00 | 5.24 |
| Total Expenses | 199,149.60 | 77.22 | 2,627,192.86 | 105.94 |
| Net Income | \$ 58,754.09 | 22.78 | \$ (150,908.36) | (6.09) |

Fayetteville A&P Commission
Statement of Revenue & Expenses - Modified Cash Basis
For the Ten Months Ending October 31, 2011

| | Current Month This Year | Current Month Last Year | Year to Date This Year | Year to Date Last Year |
|-------------------------------|----------------------------|----------------------------|---------------------------|---------------------------|
| Revenues | | | | |
| HMR Tax Revenue | \$ 214,597.18 | \$ 195,094.64 | \$ 1,879,895.27 | \$ 1,777,538.56 |
| Prior Year HMR Tax Revenue | 116.30 | 74.20 | 12,873.81 | 18,990.46 |
| Rental Income | 28,056.48 | 29,671.56 | 325,568.88 | 326,714.48 |
| Other Income | 2,026.00 | 0.00 | 16,439.85 | 38,761.20 |
| Travel Hero | 0.00 | 0.00 | 0.00 | 99.83 |
| Parking Revenue | 875.00 | 764.00 | 4,366.00 | 5,899.00 |
| Parking Lease | 0.00 | 0.00 | 8,680.86 | 12,268.17 |
| Gift Shop Sales | 204.01 | 121.39 | 3,534.78 | 3,108.66 |
| Visitor Store | 7,255.70 | 2,679.06 | 51,604.27 | 20,385.46 |
| Partnership Income | 0.00 | 0.00 | 4,400.00 | 4,600.00 |
| Admission Revenue | 1,440.44 | 667.18 | 6,423.57 | 5,203.44 |
| Special Projects | 0.00 | 5,690.00 | 9,442.19 | 8,530.00 |
| Interest Income Investments | 1,899.36 | 1,907.35 | 11,924.63 | 27,000.13 |
| Interest Income Checking | 258.22 | 356.59 | 3,855.17 | 2,302.05 |
| Visitor Guide Ad Income | 0.00 | 500.00 | 12,075.00 | 10,250.00 |
| Hospitality Summit | 0.00 | 0.00 | 180.00 | 2,040.00 |
| LOTO Sponsor Income | 1,175.00 | 0.00 | 1,260.00 | 0.00 |
| Fee Refunds | 0.00 | 0.00 | (2,525.00) | 0.00 |
| Transfer In | 0.00 | 0.00 | 130,000.00 | 310,000.00 |
| Total Revenues | 257,903.69 | 237,525.97 | 2,479,999.28 | 2,573,691.44 |
| Cost of Sales | | | | |
| Clinton House Gift Shop | 0.00 | 0.00 | 3,714.78 | 1,990.99 |
| Total Cost of Sales | 0.00 | 0.00 | 3,714.78 | 1,990.99 |
| Gross Profit | 257,903.69 | 237,525.97 | 2,476,284.50 | 2,571,700.45 |
| Expenses | | | | |
| 540 Film Fest Grant Restr | 0.00 | 0.00 | 0.00 | (271.05) |
| Signage- Tourism | 35.00 | 437.00 | 6,814.04 | 8,778.12 |
| Credit Card Discounts | 423.61 | 446.33 | 4,936.88 | 3,428.82 |
| Bank Charges | 0.00 | 0.00 | 437.73 | 18.94 |
| Parking Expense | 0.00 | 100.00 | 665.00 | 1,000.00 |
| Advertising & Marketing | 4,019.39 | 54,841.05 | 363,424.75 | 256,490.89 |
| Brochures | 0.00 | 3,559.25 | 147,688.17 | 105,736.90 |
| Accounting & Legal Fees | 0.00 | 650.00 | 5,870.00 | 6,305.00 |
| Audit Expense | 0.00 | 0.00 | 2,100.00 | 2,100.00 |
| Office Expense | 1,053.33 | 918.73 | 12,646.99 | 11,622.09 |
| Visitor Store Exp | 8,640.44 | 1,724.54 | 38,244.25 | 10,480.21 |
| Insurance-Building | 9,634.00 | 0.00 | 9,634.00 | 0.00 |
| Insurance & Health Benefits | 6,777.03 | 16,081.86 | 48,510.20 | 48,200.26 |
| 408 (P) Company Match | 976.78 | 1,037.36 | 9,167.38 | 8,708.85 |
| Car Allowance | 300.00 | 300.00 | 3,000.00 | 2,850.00 |
| Telephone Expense | 1,267.53 | 1,106.90 | 8,276.06 | 10,749.73 |
| Postage and Shipping Expense | (776.91) | 1,914.86 | 10,644.75 | 18,906.35 |
| Tracking Software | 0.00 | 0.00 | 1,695.00 | 1,695.00 |
| Material & Supplies | 0.00 | 0.00 | 2,019.64 | 0.00 |
| Rent | 0.00 | 0.00 | 12,000.00 | 12,000.00 |
| Maintenance/Lawn | 25.00 | 30.00 | 490.97 | 420.00 |
| Repairs & Maintenance Expense | 4,458.74 | 7,858.94 | 126,356.31 | 86,051.77 |
| Kamensky Fountain Maintenance | 384.52 | 153.09 | 5,092.10 | 4,423.41 |
| Linens | 3,719.50 | 2,572.35 | 21,452.07 | 20,271.02 |
| Publications & Dues | 500.00 | 1,765.00 | 14,415.00 | 6,270.95 |
| Travel/Training Expense | 4,321.83 | 351.00 | 25,907.13 | 27,189.14 |

See Accountants' Compilation Report

Fayetteville A&P Commission
Statement of Revenue & Expenses - Modified Cash Basis
For the Ten Months Ending October 31, 2011

| | Current Month This Year | Current Month Last Year | Year to Date This Year | Year to Date Last Year |
|------------------------------|----------------------------|----------------------------|---------------------------|---------------------------|
| Taxes & Licenses | 0.00 | 0.00 | 4,362.23 | 947.24 |
| Collections Expense | 4,294.27 | 3,903.38 | 37,855.38 | 35,930.59 |
| Payroll Tax Expense | 2,714.72 | 2,863.76 | 29,195.51 | 30,467.72 |
| Convention Development | 4,908.25 | 2,100.88 | 35,937.08 | 21,766.06 |
| Research Expense | 0.00 | 0.00 | 475.00 | 0.00 |
| Contract Labor | 4,361.50 | 3,895.00 | 44,420.99 | 38,500.30 |
| Commissions | 0.00 | 0.00 | 0.00 | 13,414.06 |
| Wages Expense | 34,798.73 | 37,119.25 | 348,375.05 | 353,521.83 |
| Electricity Utility | 4,099.56 | 4,126.38 | 54,706.71 | 42,374.03 |
| Gas Utility | 272.82 | 137.16 | 9,532.09 | 9,092.12 |
| Water Utility | 171.99 | 1,198.86 | 8,126.92 | 6,306.75 |
| Cable | 812.26 | 0.00 | 6,406.51 | 1,488.27 |
| Recycling | 171.89 | 165.28 | 1,444.77 | 1,652.80 |
| Security | 291.85 | 561.85 | 4,894.72 | 5,172.71 |
| Airport Advertising | 0.00 | 0.00 | 4,170.00 | 4,455.00 |
| Minor Equipment | 0.00 | (2,922.44) | 18,077.49 | 27,468.69 |
| Minor Equipment Capitalized | 0.00 | 0.00 | 151,055.01 | 0.00 |
| Airport Info Booth | 0.00 | 1,200.00 | 1,200.00 | 4,800.00 |
| Other Expense | 1,347.82 | 0.00 | 7,813.64 | 0.00 |
| Coaches Clinic | 0.00 | 0.00 | 0.00 | 17,250.00 |
| 4 State Volleyball | 0.00 | 485.00 | 0.00 | 985.00 |
| All Star Games | 0.00 | 0.00 | 48,308.00 | 30,000.00 |
| Saturday of Champions | 0.00 | 0.00 | 6,198.50 | 2,500.00 |
| 7A State Track | 0.00 | 0.00 | 0.00 | 1,500.00 |
| DECA | 0.00 | 0.00 | 1,827.75 | 1,350.00 |
| Walton Arts Special Project | 0.00 | 0.00 | 0.00 | 30,495.18 |
| Solar Splash Specail Project | 0.00 | 0.00 | 0.00 | 5,000.00 |
| Square Gardens | 0.00 | 0.00 | 281.65 | 0.00 |
| Dickson St Special Project | 0.00 | 0.00 | 900.00 | 2,288.00 |
| Town Center Garden Maint | 0.00 | 4,889.62 | 69.04 | 7,758.58 |
| AR Air Museum | 0.00 | 0.00 | 0.00 | 5,300.00 |
| Theatre Squad | 0.00 | 0.00 | 0.00 | 19,871.86 |
| Joe Martin | 0.00 | 0.00 | 2,500.00 | 0.00 |
| Ozark Military Special Proj | 0.00 | 359.59 | 0.00 | 509.59 |
| Bikes, Babes, & Bling | 0.00 | 0.00 | 0.00 | 18,796.38 |
| Bikes, Blues, & Hot Rods | 0.00 | 0.00 | 445.00 | 8,489.17 |
| National School Boards | 0.00 | 0.00 | 0.00 | 2,257.26 |
| NCAA Baseball Regional | 0.00 | 0.00 | 0.00 | 10,000.00 |
| NCAA Track Indoor | 0.00 | 0.00 | 0.00 | 10,500.00 |
| SEC Softball Chamionship | 0.00 | 0.00 | 0.00 | 2,000.00 |
| Premier Baseball | 0.00 | 0.00 | 0.00 | 25,160.00 |
| LOTO Special Project | 15,000.23 | 21,966.71 | 38,509.13 | 21,966.71 |
| Arts Live Theatre | 0.00 | 0.00 | 1,000.00 | 0.00 |
| Misc Special Project | 20,962.31 | 50,941.01 | 177,723.66 | 117,422.16 |
| Bond Payments-Town Center | 56,304.00 | 55,949.41 | 563,040.00 | 559,494.10 |
| Trustee Expense | 2,877.61 | 1,479.59 | 6,852.61 | 5,454.59 |
| Transfer OUT | 0.00 | 0.00 | 130,000.00 | 310,000.00 |
| Total Expenses | 199,149.60 | 286,268.55 | 2,627,192.86 | 2,467,133.15 |
| Net Income | \$ 58,754.09 | \$ (48,742.58) | \$ (150,908.36) | \$ 104,567.30 |

Clinton House Museum
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis
 Month Ending October 31, 2011

| | 2011 Annual Budget | 2011 Year To Date Accumulated Budget | 2011 Year To Date Actual | 2011 Year Balance | October Monthly Budget | October Monthly Actual | 2010 Year To Date Actual |
|-----------------------|-----------------------|---|--------------------------------|-------------------------|------------------------------|------------------------------|--------------------------------|
| Revenue | | | | | | | |
| Transfer from A&P | 72,071.00 | 72,071.00 | 30,235.00 | 41,836.00 | | | 60,000.00 |
| Admission | 6,000.00 | 5,000.00 | 6,531.89 | (531.89) | 500.00 | 1,440.44 | 5,203.44 |
| Special Events | | - | - | - | | | |
| Gift Shop Sales | 5,000.00 | 4,160.00 | 3,712.18 | 1,287.82 | 416.00 | 204.10 | 3,108.66 |
| Interest | 144.00 | 120.00 | 141.05 | 2.95 | 12.00 | 16.33 | 154.51 |
| Other Income | | - | 960.00 | (960.00) | | | |
| Total | 83,215.00 | 81,351.00 | 41,580.12 | | 928.00 | 1,660.87 | 68,466.61 |
| Expenses | | | | | | | |
| Salary+Benefits | 35,865.00 | 28,250.00 | 28,212.49 | 7,652.51 | 2,825.00 | 2,755.00 | 25,856.52 |
| Payroll Tax Exp | 2,870.00 | 2,260.00 | 2,231.56 | 638.44 | 226.00 | 196.99 | 2,217.87 |
| Insurance-Health | 4,025.00 | 3,350.00 | 4,321.96 | (296.96) | 335.00 | 461.15 | 3,177.09 |
| 401K Match | 975.00 | 780.00 | 771.47 | 203.53 | 78.00 | 77.26 | 637.50 |
| Rent | 24,000.00 | 12,000.00 | 12,000.00 | 12,000.00 | | | 12,000.00 |
| Utilities-\$3690 | | - | - | - | | | |
| Water | 1,000.00 | 880.00 | 1,205.10 | (205.10) | 120.00 | 171.99 | 867.87 |
| Gas | 1,345.00 | 1,021.00 | 1,004.09 | 340.91 | 75.00 | 28.80 | 896.03 |
| Electricity | 1,060.00 | 891.00 | 905.51 | 154.49 | 137.00 | 53.09 | 903.96 |
| Telephone Actual | 1,250.00 | 1,050.00 | 1,246.80 | 3.20 | 105.00 | 275.49 | 939.19 |
| Cable | | | | | | 264.43 | |
| Materials & Supplies | 1,100.00 | 900.00 | 2,253.24 | (1,153.24) | 100.00 | 153.19 | 1,053.27 |
| Credit Card Discounts | 750.00 | 620.00 | 611.16 | 138.84 | 65.00 | 57.99 | 433.50 |
| Bank Charges | | - | - | - | | | |
| Security | 275.00 | 220.00 | 196.65 | 78.35 | 22.00 | 21.85 | 218.50 |
| Maintenance/Lawn | 500.00 | 500.00 | 275.00 | 225.00 | 50.00 | 25.00 | 420.00 |
| Repair/Maintenance | 1,000.00 | 800.00 | 13,271.93 | (12,271.93) | | 3,989.95 | 268.16 |
| Sales Tax | 500.00 | 405.00 | 795.39 | (295.39) | 45.00 | | |
| Special Projects | 1,000.00 | 800.00 | 667.52 | 332.48 | 100.00 | | 142.30 |
| Publications/Dues | 200.00 | 50.00 | - | 200.00 | | | |
| Travel/Training | 500.00 | 500.00 | 562.30 | (62.30) | | | 194.99 |
| Gift Shop Items | 5,000.00 | 4,500.00 | 3,767.78 | 1,232.22 | 1,000.00 | | 1,990.99 |
| Total | 83,215.00 | 59,777.00 | 74,299.95 | | 5,283.00 | 8,532.18 | 52,217.74 |

See Accountant's Compilation Letter

Convention Center Bureau
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending October 31, 2011

| | 2011 Annual Budget | 2011 Year To Date Accumulated Budget | 2011 Year To Date Actual | 2011 Year Balance | October Monthly Budget | October Monthly Actual | 2010 Year To Date Actual |
|-------------------------|-----------------------|---|--------------------------------|-------------------------|------------------------------|------------------------------|--------------------------------|
| Revenue | | | | | | | |
| Transfer from A&P | 313,431.24 | 313,431.00 | 100,000.00 | 213,431.24 | | | 250,000.00 |
| Interest | 600.00 | 500.00 | 313.23 | 286.77 | 50.00 | 37.31 | 555.40 |
| Partnership Dues | 6,000.00 | 6,000.00 | 4,400.00 | 1,600.00 | | | 4,600.00 |
| Travel Hero | 3,000.00 | 2,500.00 | - | 3,000.00 | | | 99.83 |
| Vist. Ctr. Store | 30,000.00 | 23,000.00 | 51,604.27 | (21,604.27) | 3,000.00 | 7,255.70 | 20,385.46 |
| Special Projects | | - | 10,193.85 | (10,193.85) | | 1,175.00 | 19,103.00 |
| First Thursday | 5,000.00 | 4,600.00 | 4,898.19 | 101.81 | 400.00 | 2,026.00 | |
| Dickson St | 1,500.00 | 1,500.00 | - | 1,500.00 | | | |
| Film Festival | | - | - | - | | | |
| Premeir Baseball | | - | - | - | | | |
| Other Income | | - | 3,366.39 | (3,366.39) | | | 1,980.00 |
| Total | 359,531.24 | 351,531.00 | 174,775.93 | | 3,450.00 | 10,494.01 | 296,723.69 |
| Expenses | | | | | | | |
| Salary+Benefits | 183,608.00 | 145,000.00 | 143,124.68 | 40,483.32 | 14,500.00 | 14,191.25 | 164,270.86 |
| Payroll Tax Exp | 14,688.00 | 12,240.00 | 12,170.97 | 2,517.03 | 1,224.00 | 1,134.86 | 13,843.95 |
| Insurance-Health | 25,362.00 | 20,652.00 | 20,029.76 | 5,332.24 | 2,352.00 | 1,813.53 | 17,927.86 |
| 401K Match | 5,508.24 | 4,590.00 | 3,862.65 | 1,645.59 | 459.00 | 410.28 | 3,973.98 |
| Telephone | 5,000.00 | 4,168.00 | 4,423.26 | 576.74 | 416.00 | 786.26 | 3,715.56 |
| Electricity | 4,620.00 | 3,860.00 | 4,295.18 | 324.82 | 385.00 | 321.39 | 3,395.48 |
| Water | 650.00 | 550.00 | 495.01 | 154.99 | 55.00 | | 394.90 |
| Conv & Tourism Develop | 40,000.00 | 37,500.00 | 22,724.89 | 17,275.11 | 2,900.00 | 2,596.34 | 20,788.69 |
| Travel & Training | 32,385.00 | 32,185.00 | 24,114.83 | 8,270.17 | 3,950.00 | 3,291.83 | 21,808.93 |
| Publications/Dues | 3,810.00 | 3,810.00 | 2,850.00 | 960.00 | | | 4,067.00 |
| Repair/Maintenance | 2,000.00 | 2,000.00 | 5,999.25 | (3,999.25) | 400.00 | | 510.45 |
| Office Supp/Printing | 12,000.00 | 10,000.00 | 4,431.29 | 7,568.71 | 1,000.00 | 261.82 | 5,410.03 |
| Tracking Sftware/Maint | 2,000.00 | 2,000.00 | 1,695.00 | 305.00 | | | 1,695.00 |
| Credit Card Discounts | 1,000.00 | 900.00 | 1,891.54 | (891.54) | 100.00 | 185.15 | 771.79 |
| Taxes & Licenses(ASCAF | 300.00 | 300.00 | 405.34 | (105.34) | | | 202.68 |
| Visitor Ctr Store Itms | 20,000.00 | 18,500.00 | 38,190.25 | (18,190.25) | 2,000.00 | 8,640.44 | 10,480.21 |
| Education Reimbursement | | 100.00 | - | - | 100.00 | | |
| Bank Charges | | - | 182.85 | (182.85) | | | |
| Parking Expense | 1,200.00 | 900.00 | 600.00 | 600.00 | | | 1,000.00 |
| Advertising & Marketing | | - | 579.70 | (579.70) | | | 1,150.00 |
| Special Project | | - | 12,469.59 | (12,469.59) | | | 4,269.63 |
| First Thursday | 3,900.00 | 3,600.00 | 568.14 | 3,331.86 | 400.00 | 568.14 | |
| Dickson St | 1,500.00 | 1,500.00 | - | 1,500.00 | | | |
| Minor Equipment | | - | 7,996.43 | (7,996.43) | | | |
| Premier Baseball | | - | - | - | | | 25,160.00 |
| Sales Tax | | - | - | - | | | |
| Depreciation Expense | | - | - | - | | | |
| Research Exp | | - | 475.00 | - | | | |
| Total | 359,531.24 | 304,355.00 | 313,575.61 | - | 30,241.00 | 34,201.29 | 304,837.00 |

See Accountant's Compilation Letter

Fayetteville Town Center
Strmnt of Budget, Revenue and Expenses - Modified Cash Basis
Month Ending October 31, 2011

| | 2011 Annual Budget | 2011 Year To Date Accumulated Budget | 2011 Year To Date Actual | 2011 Year Balance | October Monthly Budget | October Monthly Actual | 2010 Year To Date Actual |
|-----------------------|-----------------------|---|--------------------------------|-------------------------|------------------------------|------------------------------|--------------------------------|
| Revenue | | | | | | | |
| Rental Incl Service | | | - | - | | | |
| Actual 11 | 394,880.00 | 330,386.00 | 296,288.99 | 98,591.01 | 38,017.00 | 26,525.48 | 299,541.44 |
| Interest - Checking | 480.00 | 400.00 | 531.30 | (51.30) | 40.00 | 59.07 | 399.99 |
| Parking Revenue | | - | 5,562.23 | (5,562.23) | | 875.00 | 18,167.17 |
| Daily | 7,000.00 | 6,284.00 | 1,601.00 | 5,399.00 | 405.00 | | |
| Leases | 10,000.00 | 9,800.00 | 6,420.12 | 3,579.88 | 701.00 | | |
| Sales Tax Exp | (3,500.00) | (2,634.00) | (377.50) | (3,122.50) | (333.00) | | |
| Special Projects | 10,000.00 | 10,000.00 | - | 10,000.00 | | | |
| Misc Revenue | | - | 1,275.00 | (1,275.00) | | | 12,453.25 |
| Transfer | | - | - | - | | | |
| Total | 418,860.00 | 354,236.00 | 311,301.14 | | 38,830.00 | 27,459.55 | 330,561.85 |
| Expenses | | | | | | | |
| Salary+Benefits | 156,379.00 | 124,660.00 | 111,848.80 | 44,530.20 | 12,466.00 | 11,365.82 | 98,907.14 |
| Commissions | | - | - | - | | | 13,414.06 |
| Contract Labor | 1,500.00 | 1,250.00 | 15,323.49 | (13,823.49) | 125.00 | 1,431.50 | 11,000.30 |
| Payroll Taxes | 12,510.00 | 10,190.00 | 9,363.79 | 3,146.21 | 1,010.00 | 865.75 | 9,348.88 |
| Credit Card Discounts | 3,000.00 | 2,500.00 | 2,434.18 | 565.82 | 250.00 | 180.47 | 2,223.53 |
| Insurance | 19,827.60 | 16,376.00 | 18,052.63 | 1,774.97 | 1,722.00 | 2,698.05 | 23,410.62 |
| 401K Match | 4,691.37 | 3,876.00 | 2,538.89 | 2,152.48 | 407.00 | 289.24 | 2,358.71 |
| Utilities | | - | - | - | | | |
| Water | 6,225.00 | 4,925.00 | 6,426.81 | (201.81) | 475.00 | | 5,043.98 |
| Phone | 720.00 | 600.00 | 2,606.00 | (1,886.00) | 60.00 | 205.78 | 6,094.98 |
| Electricity | 64,741.00 | 53,191.00 | 50,170.66 | 14,570.34 | 9,278.00 | 3,725.08 | 47,094.65 |
| Gas | 11,969.00 | 9,322.00 | 8,549.85 | 3,419.15 | 169.00 | 244.02 | 8,196.09 |
| Cable | 5,400.00 | 4,500.00 | 5,419.70 | (19.70) | 450.00 | 547.83 | 1,488.27 |
| Recycle Dumpster | 1,980.00 | 1,650.00 | 1,445.07 | 534.93 | 165.00 | 171.89 | 991.68 |
| Postage | 500.00 | 500.00 | 609.99 | (109.99) | | | 558.26 |
| Minor Equipment | | - | 22,708.17 | (22,708.17) | | | 342.99 |
| Office Expense | 6,000.00 | 5,010.00 | 5,358.83 | 641.17 | 490.00 | 566.14 | 3,826.38 |
| Linens | 25,000.00 | 20,830.00 | 21,452.07 | 3,547.93 | 2,083.00 | 3,719.50 | 20,271.02 |
| Outside Laundry | | | | | | | |
| Repairs & Maintenance | 60,750.00 | 47,000.00 | 64,488.99 | (3,738.99) | 7,500.00 | 468.79 | 68,400.24 |
| Advertising & Promo | 3,000.00 | 3,000.00 | 27,828.87 | (24,828.87) | | 984.83 | 5,411.75 |
| Travel/Training | 3,000.00 | 3,000.00 | - | 3,000.00 | | | 2,500.00 |
| Building Insurance | 9,000.00 | 9,000.00 | 9,634.00 | (634.00) | | 9,634.00 | |
| Taxes & Licenses | 4,000.00 | 4,000.00 | 3,395.00 | 605.00 | | | 735.00 |
| Special Projects | 10,000.00 | 10,000.00 | 29,955.60 | (19,955.60) | | 15,928.61 | 39,480.15 |
| Misc | 3,667.03 | 3,667.03 | 75.00 | 3,592.03 | | 10.00 | |
| Bank Charges | | - | - | - | | | |
| Security | 5,000.00 | 4,000.00 | 4,676.22 | 323.78 | 500.00 | 270.00 | 4,954.21 |
| Depreciation Eps | | - | 133,880.62 | | | | |
| Total | 418,860.00 | 343,047.03 | 558,243.23 | (5,502.61) | 37,150.00 | 53,307.30 | 376,052.89 |

See Accountant's Compilation Letter

Fayetteville A P
Stmnt of Budget, revenue and Expenses - Modified Cash Basis
Month Ending October 31, 2011

| | 2011 Annual Budget | 2011 Year To Date Accumulated Budget | 2011 Year To Date Actual | 2011 Year Balance | October Monthly Budget | October Monthly Actual | 2010 Year To Date Actual |
|------------------------|-----------------------|---|--------------------------------|-------------------------|------------------------------|------------------------------|--------------------------------|
| Revenue | | | | | | | |
| HMR Tax Revenue | 2,171,850.00 | 1,805,313.00 | 1,879,895.17 | 291,954.83 | 190,208.00 | 214,597.10 | 1,777,538.00 |
| Prior Year HMR Tax Rev | | - | 12,873.81 | (12,873.81) | | 116.30 | 18,990.46 |
| Interest | 35,000.00 | 29,168.00 | 12,065.90 | 22,934.10 | 2,916.00 | 1,899.36 | 27,000.13 |
| Visitor Guide ads | 15,000.00 | 15,000.00 | 12,075.00 | 2,925.00 | | | 10,250.00 |
| Misc Income | 17,000.00 | 17,000.00 | 6,683.51 | 10,316.49 | | | 13,673.51 |
| Health Reimbursemen | 4,893.41 | 4,069.59 | - | 4,893.41 | 407.00 | | |
| Rental Income | | - | 26,306.00 | (26,306.00) | | 1,531.00 | 27,173.00 |
| Interest Inc Checking | 1,500.00 | 1,250.00 | 2,728.32 | (1,228.32) | 125.00 | 145.51 | 1,192.15 |
| Total | 2,245,243.41 | 1,871,800.59 | 1,952,627.71 | | 193,656.00 | 218,289.27 | 1,875,817.25 |
| Expenses | | | | | | | |
| Unrealized Gain/Loss | | | | | | | |
| Town Center Fund | 675,548.64 | 562,388.00 | 563,040.00 | 112,508.64 | 56,580.00 | 56,304.00 | 559,494.10 |
| Bond Audit Exp | 2,000.00 | 2,000.00 | - | 2,000.00 | | | 2,100.00 |
| Bond Paying Agent Fe | 6,000.00 | 6,000.00 | 6,852.61 | (852.61) | 1,500.00 | 2,877.61 | 5,454.59 |
| Workman's Comp Ins | 2,600.00 | 2,600.00 | - | 2,600.00 | | | |
| Collection Exp | 43,437.00 | 36,102.00 | 37,855.38 | 5,581.62 | 3,804.00 | 4,294.27 | 35,930.59 |
| Transfer to CVB | 313,431.24 | 313,431.24 | 100,000.00 | 213,431.24 | | | 250,000.00 |
| Transfer to Clinton Ho | 72,071.00 | 72,071.00 | 30,000.00 | 42,071.00 | | | 60,000.00 |
| Peace Fountain Maint | 10,000.00 | 8,330.00 | 1,205.64 | 8,794.36 | 833.00 | | |
| Contract Labor | | - | 27,500.00 | (27,500.00) | | 2,750.00 | 27,500.00 |
| Salaries | 81,653.00 | 68,040.00 | 66,666.58 | 14,986.42 | 6,804.00 | 6,666.66 | 64,487.27 |
| Payroll Tax Exp | 7,348.77 | 6,120.00 | 5,429.19 | 1,919.58 | 612.00 | 517.12 | 5,057.02 |
| Insurance-Health | 10,953.51 | 8,931.00 | 6,106.35 | 4,847.16 | 1,011.00 | 1,804.30 | 3,684.69 |
| 401K Match | 2,449.59 | 2,027.00 | 1,994.37 | 455.22 | 211.00 | 200.00 | 1,738.66 |
| Car Allowance | 3,600.00 | 3,000.00 | 3,000.00 | 600.00 | 300.00 | 300.00 | 2,850.00 |
| Advertising & Marketin | 400,000.00 | 325,000.00 | 335,125.37 | 64,874.63 | 40,000.00 | 3,034.56 | 253,493.10 |
| Airport Info Booth | 5,200.00 | 5,200.00 | 1,200.00 | 4,000.00 | 400.00 | | 4,800.00 |
| Airport Advertising | 6,000.00 | 4,500.00 | 4,170.00 | 1,830.00 | | | 4,455.00 |
| Brochures | 150,000.00 | 139,000.00 | 147,688.17 | 2,311.83 | 15,000.00 | | 102,177.60 |
| Website Update | 5,000.00 | 5,000.00 | - | 5,000.00 | | | |
| Signage- Tourism | 10,000.00 | 9,300.00 | 6,482.26 | 3,517.74 | 400.00 | 25.00 | 8,778.12 |
| Publication & Dues | 2,045.00 | 1,545.00 | 11,565.00 | (9,520.00) | 320.00 | 500.00 | 2,094.95 |
| Travel/Training | 5,000.00 | 5,000.00 | 1,230.00 | 3,770.00 | 2,000.00 | 1,030.00 | 2,685.22 |
| Recycling | | - | - | - | | | 661.12 |
| Office Sup & Printing | 1,000.00 | 1,000.00 | 2,210.14 | (1,210.14) | 100.00 | 109.49 | 1,449.85 |
| Postage | 20,000.00 | 16,000.00 | 10,017.17 | 9,982.83 | 2,000.00 | (794.50) | 18,334.92 |
| Professional Services | 7,500.00 | 6,250.00 | 5,870.00 | 1,630.00 | 625.00 | | 6,305.00 |
| Straegic Planning | | - | 385.35 | (385.35) | | | |
| Audit Expense | 2,000.00 | - | 2,100.00 | (100.00) | | | |
| Town Center Garden A | 10,000.00 | 10,000.00 | - | 10,000.00 | 10,000.00 | | |
| Square Gardens | | - | - | - | | | |
| Special Projects | 239,176.00 | 239,176.00 | 241,186.70 | (2,010.70) | | 20,033.93 | 106,240.37 |
| Air Museum | | - | - | - | | | 5,300.00 |

See Accountant's Compilation Letter

Fayetteville A P
 Stmt of Budget, revenue and Expenses - Modified Cash Basis
 Month Ending October 31, 2011

| | 2011 Annual Budget | 2011 Year To Date Accumulated Budget | 2011 Year To Date Actual | 2011 Year Balance | October Monthly Budget | October Monthly Actual | 2010 Year To Date Actual |
|-------------------------------------|-----------------------|---|--------------------------------|-------------------------|------------------------------|------------------------------|--------------------------------|
| AR H.S. Coaches Clinic | | - | | - | | | 17,250.00 |
| Arts Live | | - | | - | | | |
| Bikes, Babes, & Bling | | - | | - | | | 18,796.38 |
| Bikes, Blues, & Hot Rods | | - | | - | | | 8,489.17 |
| Committee for Mardi Gras | | - | | - | | | |
| DECA Marketing Fash. Show | | - | | - | | | 1,350.00 |
| H.S. Allstar Games | | - | | - | | | 30,000.00 |
| NWA Coaches Clinic | | - | | - | | | |
| Saturday of Champions | | - | | - | | | |
| State Soccer Finals | | - | | - | | | |
| 7A State Track Meet | | - | | - | | | 1,500.00 |
| Baseball & Softball Weekend | | - | | - | | | |
| Dickson St Music | | - | | - | | | 2,288.00 |
| Duathlon | | - | | - | | | |
| 4 State Volleyball Classic | | - | | - | | | 500.00 |
| Iron Pig Festival | | - | | - | | | |
| Joe Martin Stage Race | | - | | - | | | |
| Natl School Boards | | - | | - | | | 2,257.26 |
| Ozark Valley Triathlon | | - | | - | | | |
| Fayetteville Night Jam | | - | | - | | | |
| Ozark Military Museum | | - | | - | | | 509.59 |
| Solar Splash | | - | | - | | | 5,000.00 |
| TheatreSquared | | - | | - | | | 19,871.86 |
| Tri Sports Kid's & Family Triathlon | | - | | - | | | |
| NCAA Baseball Regional | | - | | - | | | 10,000.00 |
| NCAA Track Indoor | | - | | - | | | 10,500.00 |
| SEC Tennis Tournament | | - | | - | | | |
| SEC Men's & Women's Indoor | | - | | - | | | |
| SEC Softball Championships | | - | | - | | | 2,000.00 |
| Walton Arts Center | | - | | - | | | 30,495.18 |
| Misc Expense | | - | 817.70 | (817.70) | | 759.96 | |
| Repair & Maintenance | 75,000.00 | 42,000.00 | 47,885.58 | 27,114.42 | 4,000.00 | 384.52 | 12,039.42 |
| Minor Equip | 50,000.00 | 62,500.00 | 4,098.26 | 45,901.74 | 6,250.00 | | 27,125.70 |
| Depreciation Exp | 20,000.00 | 16,650.00 | - | 20,000.00 | 1,665.00 | | |
| Bank Charges | | - | 254.88 | (254.88) | | | 18.94 |
| Taxes & Licenses | | - | - | - | | | 9.56 |
| Convention Development | | - | 12,826.84 | | | 2,311.91 | 977.37 |
| Unallocated Revenue | 6,229.66 | 6,229.66 | - | 6,229.66 | | | |
| Total | 2,245,243.41 | 1,985,390.90 | 1,684,763.54 | | 154,415.00 | 103,108.83 | 1,736,050.60 |

See Accountant's Compilation Letter

City of Fayetteville, Arkansas
Monthly HMR Tax Collections 2008-2011

| | 2008 Total HMR Taxes | 2009 Total HMR Taxes | 2009 Change Over Prior Year | 2010 Total HMR Taxes | 2010 Change Over Prior Year | 2011 Total HMR Taxes | 2011 Change Over Prior Year |
|--------------|----------------------------|----------------------------|-----------------------------------|----------------------------|-----------------------------------|----------------------------|-----------------------------------|
| January | \$174,005 | \$166,214 | -4.48% | \$166,645 | 0.00% | \$179,546 | 7.74% |
| February | \$158,693 | \$167,141 | 5.32% | \$143,940 | -13.88% | \$158,037 | 9.80% |
| March | \$172,804 | \$180,027 | 4.18% | \$172,662 | -4.09% | \$169,093 | -2.06% |
| April | \$183,672 | \$191,542 | 4.28% | \$187,730 | -2.00% | \$187,976 | 0.00% |
| May | \$175,064 | \$190,320 | 8.71% | \$185,096 | -2.74% | \$188,149 | 1.65% |
| June | \$194,447 | \$190,237 | -2.17% | \$184,371 | -3.08% | \$205,700 | 11.57% |
| July | \$188,253 | \$180,944 | -3.88% | \$196,323 | 0.08% | \$205,438 | 4.60% |
| August | \$174,648 | \$167,897 | -3.87% | \$180,741 | 7.65% | \$189,839 | 5.03% |
| September | \$190,244 | \$176,463 | -7.24% | \$184,471 | 4.54% | \$195,427 | 5.94% |
| October | \$187,125 | \$189,728 | 1.39% | \$195,169 | 2.87% | \$214,713 | 10.01% |
| November | \$197,814 | \$190,887 | -3.50% | \$213,494 | 11.84% | \$203,529 | -4.67% |
| December | \$174,682 | \$174,568 | 0.00% | \$171,511 | -0.18% | | |
| Total | \$ 2,171,451 | 2,165,969 | 0.00% | 2,182,155 | 0.75% | 2,097,446 | 4.32% |



Departmental Correspondence



LEGAL
DEPARTMENT

www.accessfayetteville.org

Kit Williams
City Attorney

Jason B. Kelley
Assistant City Attorney

TO: **Mayor Jordan**
A&P Commissioners

CC: **Don Marr**, Chief of Staff
Casey Jones, Prosecuting Attorney

FROM: **Kit Williams**, City Attorney

DATE: **November 4, 2011**

RE: **Overdue HMR collection efforts**

Oops! The number of cases of overdue HMR taxes being prosecuted by the City Prosecutor's Office jumped from 14 in September to 23 in October. Fortunately, it appears that 9 of these cases have a zero balance due and 6 of these were closed. This puts us back to 14 cases in which overdue HMR taxes have not been fully paid.

The City Prosecutor collected a total of **\$5,153.33** of overdue HMR taxes in October. This brings the total year-to-day collection of overdue HMR taxes to **\$34,289.67**.

CLINTON K. JONES
CITY PROSECUTOR
BRIAN THOMAS
DEPUTY CITY PROSECUTOR



MANDY FINKLEA
OFFICE ADMINISTRATOR
E-mail: hotcheck@ci.fayetteville.ar.us
PHONE: (479) 575-8377
(479) 575-8378
Hot Checks: (479) 575-8254
FAX #: (479) 575-8373

OFFICE OF CITY PROSECUTOR

MEMO

TO: K. Williams
Fayetteville City Attorney

FROM: Casey Jones
Fayetteville City Prosecutor

DATE: November 2, 2011

RE: Status of Active HMR cases

A handwritten signature, likely of Casey Jones, consisting of a stylized 'C' followed by a horizontal line.

* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

| | | | |
|----|--|--|--|
| 1. | Acambaro Four Business Closed | Jesus Socarro | Delinquent Balance: \$1,468.04 Active Criminal Summons |
| 2. | Antoinette's Special Cakes & Catering | Antoinette R. Harris Jami A. Harris | Active Criminal Summons Active Criminal Summons Paid: \$48.68 Delinquent Balance: -0- |
| 3. | Brenda's Drive-In | Collin L. Wilkins | Active Criminal Summons Delinquent Balance: -0- |
| 4. | Butcher Block Business Closed | Gary W. Bell | Active Contempt of Court Delinquent Balance: \$1,871.28 |
| 5. | Café Delta Soul | Mario C. Morris Michael L. Vaughn | Active Criminal Summons Active Criminal Summons Delinquent Balance: No Forms |
| 6. | Dominoes Pizza Business Closed | Lloyd W. Hardison | FTA Warrant Delinquent Balance: \$4,390.66 |
| 7. | Habibi Business Closed | Michael S. Gumm | Arraignment: 11/21/11 Delinquent Balance: No Forms |

| | | | |
|-----|---|--|--|
| 8. | Hjem Restaurant | Matthew W. Holland | Paid: \$1,676.10 Delinquent Balance: No Forms |
| 9. | Hogwild Pizzeria Business Closed | David S. Mackey | Letter Delinquent Balance: \$1,330.00 |
| 10. | Lean Green Gourmet | Jewelle D. Paynesmith | Paid: \$1,179.74 Delinquent Balance: -0- Case Closed |
| 11. | Mama Dean's | Meneria D. Morrison Terry L. Morrison | Active Criminal Summons Active Criminal Summons Delinquent Balance: No Forms |
| 12. | Mezza Luna | Juan F. Barcenas Francisco C. Soto | Active Criminal Summons Arraignment: 11/28/11 Paid: \$181.19 Delinquent Balance: No Forms |
| 13. | Seafood Market Bar/Grill Business Closed | Craig E. Dowd | Paid: -0- Delinquent Balance: \$4,467.00 |
| 14. | Shanghai Chinese and China Garden Businesses Closed | Hsiao L. J. Shen | Contempt of Court Delinquent Balance: \$3,090.00 |
| 15. | Shelton Tucker Craft American Legion Post #27 | Don A. Foster Rodney L. York | Delinquent Balance: -0- Case Closed |
| 16. | Sipamouane Twin Kitchen | Jeffrey Sipamouane | Paid: \$471.82 Delinquent Balance: -0- Case Closed |
| 17. | Soul Restaurant & Lounge Business Closed | Casey E. Dighero | Paid: \$150.00 Delinquent Balance: \$568.64 |
| 18. | Starlight Skatium, Inc. | Tiffany A. Caston William N. Caston | Paid: \$236.00 Delinquent Balance: -0- Case Closed |
| 19. | Tangiers Mediterranean Food & Café | Mohammed Khaldi Stephanie K. Khaldi | Paid: \$367.80 Delinquent Balance: -0- Case Closed |

Kit Williams

November 2, 2011

Page 3

| | | | |
|-----|--|---|--|
| 20. | Tim's Pizza (North) Business Closed | Michael A. Stephens | Active Criminal Summons Paid: \$810.00 Delinquent Balance: -0- |
| 21. | Twin Arch Motel Business Closed | Evalee B. Hogmire Grace M. Warren Kerry C. Warren | Paid: \$32.00 Delinquent Balance: -0- Case Closed |
| 22. | Uncle Gaylord's Business Closed | Hiram F. Brandon | Trial Date: 11/30/11 Delinquent Balance: No Forms |
| 23. | WOW Japanese Bistro Business Closed | Chong N. Kim | FTA Warrant Delinquent Balance: \$2,042.00 |

TOTAL: \$5,153.33



Kit Williams
City Attorney

Jason B. Kelley
Assistant City Attorney

TO: Mayor Jordan
A&P Commissioners

CC: Don Marr, Chief of Staff
Casey Jones, Prosecuting Attorney

FROM: Kit Williams, City Attorney



DATE: December 6, 2011

RE: Overdue HMR collection efforts

The City Prosecutor's Office collected \$468.02 in overdue HMR taxes in November. This brings the year-to-date collections to **\$34,757.69** or about a \$3,000.00 monthly average.

Only 6 of the 17 listed cases involve restaurants that have not been closed. Thus, the compliance rate for operating restaurants appears to be at a record level. Voluntary compliance with the HMR tax law has always been our highest goal which we have attempted to reach by actively prosecuting those businesses which failed to follow the law. It appears that our efforts are continuing this drive toward full compliance.

The last four years have seen declines in the amount of overdue HMR taxes collected by the City Prosecutor's Office shrink from an all time high of \$106,508.40 in 2008 to \$71,341.64 in 2009 and \$51,373.96 last year. With only one month remaining in 2011, the City Prosecutor's Office will likely see a further decline. All of this has occurred with overall HMR tax collections continuing to **rise** this year.

I would like to thank both the City Prosecutor's Office and the City Accounting Division for their efforts to ensure that more businesses than ever are properly and timely paying the Hotel, Motel and Restaurant taxes they collect from their customers.

CLINTON K. JONES
CITY PROSECUTOR
BRIAN THOMAS
DEPUTY CITY PROSECUTOR



MANDY FINKLEA
OFFICE ADMINISTRATOR
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(479) 575-8378
Hot Checks: (479) 575-8264
FAX #: (479) 575-8373

OFFICE OF CITY PROSECUTOR

MEMO

TO: K. Williams
Fayetteville City Attorney

FROM: Casey Jones
Fayetteville City Prosecutor

DATE: December 1, 2011

RE: Status of Active HMR cases

A handwritten signature in black ink, appearing to be "CJ" or "Casey Jones", written over a horizontal line.

* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

| | | | |
|----|--|--|--|
| 1. | Acambaro Four Business Closed | Jesus Socarro | Delinquent Balance: \$1,468.04 Active Criminal Summons |
| 2. | Antoinette's Special Cakes & Catering | Antoinette R. Harris Jami A. Harris | Active Criminal Summons Active Criminal Summons Delinquent Balance: -0- |
| 3. | Brenda's Drive-In | Collin L. Wilkins | Active Criminal Summons Delinquent Balance: -0- |
| 4. | Butcher Block Business Closed | Gary W. Bell | Active Contempt of Court Delinquent Balance: \$1,871.28 |
| 5. | Café Delta Soul | Mario C. Morris Michael L. Vaughn | Arraignment: 12/16/11 Active Criminal Summons Delinquent Balance: No Forms |
| 6. | Dominoes Pizza Business Closed | Lloyd W. Hardison | FTA Warrant Delinquent Balance: \$4,390.66 |
| 7. | Habibi Business Closed | Michael S. Gumm | Pending FTAS Warrant Delinquent Balance: No Forms |

| | | | |
|-----|---|--|--|
| 8. | Hjem Restaurant | Matthew W. Holland | Paid: -0- Delinquent Balance: No Forms |
| 9. | Hogwild Pizzeria Business Closed | David S. Mackey | Letter Delinquent Balance: \$1,330.00 |
| 10. | Mama Dean's | Meneria D. Morrison Terry L. Morrison | Arraignment: 12/16/11 Arraignment: 12/16/11 Delinquent Balance: No Forms |
| 11. | Mezza Luna | Juan F. Barcenas Francisco C. Soto | Active Criminal Summons Pending FTAS Warrant Paid: \$168.02 Delinquent Balance: -0- |
| 12. | Seafood Market Bar/Grill Business Closed | Craig E. Dowd | Paid: -0- Delinquent Balance: \$4,467.00 |
| 13. | Shanghai Chinese and China Garden Businesses Closed | Hsiao L. J. Shen | Active Contempt of Court Delinquent Balance: \$3,090.00 |
| 14. | Soul Restaurant & Lounge Business Closed | Casey E. Dighero | Paid: \$300.00 Delinquent Balance: \$268.34 |
| 15. | Tim's Pizza (North) Business Closed | Michael A. Stephens | Active Criminal Summons Delinquent Balance: -0- |
| 16. | Uncle Gaylord's Business Closed | Hiram F. Brandon | Trial Date: 1/11/12 Delinquent Balance: No Forms |
| 17. | WOW Japanese Bistro Business Closed | Chong N. Kim | FTA Warrant Delinquent Balance: \$2,042.00 |

TOTAL: \$468.02

CLINTON HOUSE MUSEUM

MONTHLY REPORT

OCTOBER 2011

The Clinton House Museum had a total of 239 visitors in October.

MUSEUM ACTIVITIES AND EVENTS:

October 11th – Bill and Hillary's 36th Wedding Anniversary

October 15th – Webcast Watch Party - Decade of Difference: Concert celebrating 10 years of the William Jefferson Clinton Foundation, performances by Lady Gaga, Usher, Bono, the Edge, and more.

October 21st – Tulsa Community College, Upward Bound Program Group Tour – 15 attendees

October 25th – Cooking with the Clintons Group Tour and Dinner – 27 attendees

October 27th – Traveltime Leisure Group Tour – 44 attendees

NOVEMBER EVENTS:

November 11th – Why Not Travel Group Tour

November 16th – Hillary's Birthday and Trolley Line Books Gala – book signing for Martha Dixon, former fashion designer for Sec. Clinton during her time as First Lady. Dixon's first publication, "Triumph Beyond Measure", published by Arthur House Publishing will be featured along with her designs. 6-8pm

CLINTON HOUSE MUSEUM

MONTHLY REPORT

NOVEMBER 2011

The Clinton House Museum had a total of 163 visitors in the month of November.

MUSEUM ACTIVITIES AND EVENTS:

November 11th – Why Not Travel Group Tour

November 16th – Booksigning/Reception hosted by Trolley Line Books—Martha Dixon, former fashion designer for Sec. Clinton during her time as First Lady. Dixon's first publication, "Triumph Beyond Measure", published by Arthur House Publishing was featured along with her designs. 6-8pm

For the first time since, the Clinton House opened its doors the museum opened on the Friday and Saturday after Thanksgiving. We had an extraordinary amount of visitors those two days and will continue this practice in years to come.

For the month of December, Jodie Franklin has rebooked the Clinton House for his annual company Christmas Party on the 17th. After a successful party last year, he was extremely pleased with the venue and has elected to rent the facilities a second time.

Definite Bookings By Booking Date

October 2011

| | Meeting Dates | Attnd | Peak | Rooms | \$ Value |
|--|--------------------------|-------|------|-------|----------|
| Good to Go with Patti Beth | 02/17/2012 02/17/2012 | 42 | 0 | 0 | 4,360 |
| Good to Go with Patti Beth | 03/31/2012 03/31/2012 | 45 | 0 | 0 | 4,671 |
| PrimeTime Sports National Qualifying Tournament | 04/21/2012 04/22/2012 | 500 | 200 | 200 | 103,800 |
| PrimeTime Sports National Qualifying Tournament | 05/26/2012 05/27/2012 | 500 | 200 | 200 | 103,800 |
| PrimeTime Sports National Qualifying Tournament | 06/09/2012 06/10/2012 | 500 | 200 | 200 | 103,800 |

| | | | | | | |
|--|------------------------------|-------------------|--------------|--|------------|---------------------|
| | Sub-Total for October | 5 Meetings | 1,587 | | 600 | \$320,430.60 |
|--|------------------------------|-------------------|--------------|--|------------|---------------------|

November 2011

| | Meeting Dates | Attnd | Peak | Rooms | \$ Value |
|---|--------------------------|-------|------|-------|----------|
| Fun Time Tours | 10/13/2011 10/13/2011 | 42 | 0 | 0 | 4,360 |
| Fun Time Tours | 10/20/2011 10/20/2011 | 40 | 0 | 0 | 4,152 |
| Hogeye Marathon & Relays Hogeye Marathon | 04/14/2012 04/15/2012 | 1,000 | 85 | 85 | 207,600 |
| Mayflower Tours | 05/23/2012 05/23/2012 | 45 | 0 | 0 | 4,671 |
| Tri-State Volleyball Challenge | 09/21/2012 09/23/2012 | 500 | 100 | 200 | 155,700 |
| Mayflower Tours | 09/26/2012 09/26/2012 | 45 | 0 | 0 | 4,671 |
| Mayflower Tours | 10/03/2012 10/03/2012 | 45 | 0 | 0 | 4,671 |

| | | | | | | |
|--|-------------------------------|-------------------|--------------|--|------------|---------------------|
| | Sub-Total for November | 9 Meetings | 1,827 | | 355 | \$420,078.60 |
|--|-------------------------------|-------------------|--------------|--|------------|---------------------|

Sales Leads by Date Issued

| October 2011 | Meeting Dates | Decision Date | Attend | Peak | Rooms | \$ Value |
|--|--------------------------|----------------------|---------------|-------------|--------------|---------------------|
| UA Graduate School | 02/09/2011 02/11/2011 | | 150 | 0 | 0 | 46,710 |
| UA Volleyball | 11/30/2011 | | 1,000 | 100 | 400 | 519,000 |
| NCAA 1st/2nd Rounds | 12/04/2011 | | | | | |
| Good to Go with Patti Beth | 02/17/2012 02/17/2012 | 02/01/2011 | 42 | 0 | 0 | 4,360 |
| PrimeTime Sports | 04/21/2012 | | 500 | 200 | 200 | 103,800 |
| National Qualifying Tournament | 04/22/2012 | | | | | |
| PrimeTime Sports | 05/26/2012 | | 500 | 200 | 200 | 103,800 |
| National Qualifying Tournament | 05/27/2012 | | | | | |
| PrimeTime Sports | 06/09/2012 | | 500 | 200 | 200 | 103,800 |
| National Qualifying Tournament | 06/10/2012 | | | | | |
| Sub-Total for October | 28 Meetings | | 2,692 | | 1,080 | \$881,469.60 |
| November 2011 | Meeting Dates | Decision Date | Attend | Peak | Rooms | \$ Value |
| Fun Time Tours | 10/13/2011 10/13/2011 | | 42 | 0 | 0 | 4,360 |
| Fun Time Tours | 10/20/2011 10/20/2011 | | 40 | 0 | 0 | 4,152 |
| Joining Forces Conference | 11/30/2011 | | 80 | 35 | 70 | 24,912 |
| Counselor Education Program | 12/02/2011 | | | | | |
| Tyson Foods | 12/03/2011 | 11/10/2011 | 200 | 0 | 0 | 20,760 |
| Information Systems | 12/03/2011 | | | | | |
| Chem Station | 12/10/2011 12/10/2011 | | 50 | 0 | 0 | 5,190 |
| Independent Insurance Agents of Arkansas | 03/14/2012 | | 100 | 50 | 100 | 41,520 |
| Young Professionals meeting | 03/17/2012 | | | | | |

| | | | | | |
|---|--------------------------|--------------|--------------|-----------------------|-----------|
| Pollard McDonough Wedding | 03/17/2012 03/19/2012 | 30 | 15 | 25 | 9,342 |
| UA Mathematical Sciences Spring Lecture Series | 04/10/2012 04/15/2012 | 60 | 40 | 145 | 37,368 |
| Arkansas Recreation and Parks Association Women in Leadership Conference | 04/11/2012 04/13/2012 | 50 | 25 | 30 | 15,570 |
| Arkansas Historical Association Annual Conference | 04/12/2012 04/14/2012 | 100 | 50 | 100 | 31,140 |
| Hogeye Marathon & Relays Hogeye Marathon | 04/14/2012 04/15/2012 | 1,000 | 100 | 100 | 207,600 |
| UA Electrical Engineering Academy Dinner | 04/20/2012 04/21/2012 | 115 | 0 | 0 | 23,874 |
| Fayetteville Bicycle Days | 04/22/2012 04/22/2012 | 400 | 0 | 0 | 41,520 |
| Mayflower Tours | 05/23/2012 05/23/2012 | 45 | 0 | 0 | 4,671 |
| Tri-State Volleyball Challenge | 09/21/2012 09/23/2012 | 500 | 100 | 200 | 155,700 |
| Mayflower Tours | 09/26/2012 09/26/2012 | 45 | 0 | 0 | 4,671 |
| Mayflower Tours | 10/03/2012 10/03/2012 | 45 | 0 | 0 | 4,671 |
| UA Women's Athletics 2013 NCAA 1st & 2nd Round Women's Basketball | 03/21/2013 03/26/2013 | 3,000 | 500 | 2,500 | 1,868,400 |
| Sub-Total for November | 51 Meetings | 5,902 | 3,270 | \$2,505,420.60 | |

Lost Business By Sales Manager

MARLO

November 2011

| | Meeting Dates | Attend | Peak | Rooms | \$ Value |
|-----------------------------------|-------------------|--------------|------|------------|------------------|
| UA Volleyball | 11/30/2011 | 1,000 | 100 | 400 | 519,000 |
| NCAA 1st/2nd Rounds | 12/04/2011 | | | | |
| Reason: Selected alternative site | | | | | |
| Sub-Total for November | 1 Meetings | 1,000 | | 400 | \$519,000 |
| Sub-Total for MARLO | 1 Meetings | 1,000 | | 400 | \$519,000 |

SHELLY

November 2011

| | Meeting Dates | Attend | Peak | Rooms | \$ Value |
|---------------------------------|-------------------|--------------|------|------------|------------------|
| UA Graduate School | 02/09/2011 | 150 | 0 | 0 | 46,710 |
| | 02/11/2011 | | | | |
| Reason: Meeting/Event Cancelled | | | | | |
| Sub-Total for November | 1 Meetings | 150 | | 0 | \$46,710 |
| Sub-Total for SHELLY | 1 Meetings | 150 | | 0 | \$46,710 |
| GRAND TOTAL | 2 Meetings | 1,150 | | 400 | \$565,710 |

Inquiries Tabulated by Source/Mode

From: 10/1/2011 To: 10/31/2011

NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.

| Source | Mode | | | | Totals |
|------------------------|------------|--------|------------------|----------------------|--------|
| | 800 Number | e-mail | Formatted - Bulk | Formatted - First CI | |
| @ Website | 3 | 1 | 35 | 18 | 57 |
| Midwest Living | 0 | 0 | 108 | 0 | 108 |
| Travel Guides Free | 0 | 0 | 170 | 0 | 170 |
| Travel Information.com | 0 | 0 | 53 | 0 | 53 |
| UA Graduate School | 0 | 0 | 0 | 11 | 11 |
| Totals: | 3 | 1 | 366 | 29 | 399 |

Fayetteville Convention & Visitors Bureau

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:

www.experiencefayetteville.com

Inquiries Tabulated by Source/Mode

From: 11/1/2011 To: 11/30/2011

NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.

| Source | Mode | | | | Totals |
|------------------------|------------|--------|------------------|----------------------|--------|
| | 800 Number | e-mail | Formatted - Bulk | Formatted - First CI | |
| @ Website | 3 | 1 | 115 | 0 | 119 |
| Midwest Living | 0 | 0 | 41 | 0 | 41 |
| Travel Guides Free | 0 | 0 | 179 | 0 | 179 |
| Travel Information.com | 0 | 0 | 89 | 0 | 89 |
| UA Graduate School | 0 | 0 | 0 | 131 | 131 |
| Totals: | 3 | 1 | 424 | 131 | 559 |

Fayetteville Convention & Visitors Bureau

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:

www.experiencefayetteville.com

| | ADVERTISING INQUIRIES BY STATE - 2011 | | | | | | | | | | | | |
|--------------------|---------------------------------------|-----|-----|-----|------|-----|-----|-----|------|-----|-----|-----|-------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | TOTAL |
| AE | | | 1 | | | | | | | | | | 1 |
| Alabama | 14 | 9 | 4 | 10 | 12 | 5 | 11 | 14 | 12 | 7 | 8 | | 106 |
| Alaska | | 2 | 4 | 1 | 4 | 2 | 2 | 3 | | 1 | 1 | | 20 |
| Alberta | 1 | 1 | 0 | 2 | 1 | | 1 | 2 | | | | | 8 |
| AP | | 1 | | | | | | 1 | | | | | |
| Arizona | 12 | 11 | 4 | 5 | 11 | 4 | 15 | 8 | 5 | 6 | 12 | | 93 |
| Arkansas | 125 | 75 | 96 | 96 | 94 | 26 | 97 | 90 | 20 | 24 | 53 | | 796 |
| British Columbia | 2 | 2 | | 2 | | | | | 1 | | 1 | | 8 |
| California | 34 | 27 | 20 | 21 | 51 | 11 | 20 | 19 | 24 | 14 | 24 | | 265 |
| Colorado | 8 | 14 | 11 | 8 | 22 | 4 | 8 | 9 | 14 | 3 | 2 | | 103 |
| Connecticut | 1 | 3 | 1 | 1 | 16 | 1 | 1 | 6 | | 5 | | | 35 |
| Delaware | | 1 | 1 | | 1 | | 4 | 2 | | 2 | 1 | | 12 |
| Florida | 29 | 33 | 22 | 14 | 26 | 8 | 27 | 28 | 29 | 20 | 14 | | 250 |
| Georgia | 23 | 15 | 6 | 7 | 15 | | 21 | 16 | 3 | 7 | 15 | | 128 |
| Hawaii | | | 1 | 2 | 1 | 2 | | 1 | 1 | | 1 | | 9 |
| Idaho | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 4 | 3 | | 4 | | 24 |
| Illinois | 66 | 49 | 37 | 46 | 190 | 36 | 78 | 30 | 91 | 3 | 25 | | 651 |
| Indiana | 23 | 30 | 17 | 20 | 98 | 12 | 33 | 23 | 66 | 13 | 25 | | 360 |
| Iowa | 36 | 22 | 17 | 15 | 82 | 14 | 24 | 18 | 39 | 11 | 3 | | 281 |
| Kansas | 43 | 23 | 30 | 29 | 70 | 18 | 42 | 33 | 32 | 9 | 22 | | 351 |
| Kentucky | 12 | 16 | 4 | 6 | 25 | 1 | 16 | 10 | 12 | 11 | 8 | | 121 |
| Louisiana | 38 | 19 | 19 | 16 | 27 | 14 | 28 | 23 | 10 | 7 | 12 | | 213 |
| Maine | 1 | 2 | 2 | 3 | | 1 | 1 | 3 | 2 | 1 | | | 16 |
| Manitoba | | 1 | | | | | | | | 1 | 1 | | 3 |
| Maryland | 6 | 6 | 3 | | 9 | 1 | 8 | 10 | 5 | 3 | 6 | | 57 |
| Massachusetts | 3 | 11 | 4 | 1 | 14 | 2 | 3 | 3 | 4 | 5 | 3 | | 53 |
| Michigan | 33 | 32 | 23 | 33 | 105 | 16 | 25 | 15 | 51 | 18 | 12 | | 363 |
| Minnesota | 39 | 28 | 14 | 15 | 72 | 15 | 26 | 11 | 38 | 9 | 10 | | 277 |
| Mississippi | 14 | 14 | 5 | 4 | 13 | 6 | 22 | 20 | 5 | 6 | 35 | | 144 |
| Missouri | 139 | 74 | 50 | 57 | 159 | 26 | 75 | 49 | 87 | 19 | 32 | | 767 |
| Montana | 4 | 3 | 1 | | 3 | 7 | 1 | | 1 | | 3 | | 23 |
| Nebraska | 15 | 8 | 11 | 10 | 47 | 1 | 11 | 8 | 13 | 1 | 6 | | 131 |
| Nevada | 7 | 1 | 3 | 1 | 5 | 1 | 2 | 4 | 1 | 4 | 3 | | 32 |
| New Brunswick | 3 | 4 | 2 | 2 | 1 | 3 | 1 | | | | | | 16 |
| New Foundland | | | | | | | | | | | | | |
| New Hampshire | 4 | 1 | 1 | | | | 2 | 1 | 2 | | | | 11 |
| New Jersey | 7 | 9 | 5 | 2 | 17 | | 12 | 13 | 6 | 8 | 3 | | 82 |
| New Mexico | 5 | 6 | 3 | 1 | 8 | 2 | 2 | 3 | 1 | 5 | 1 | | 37 |
| New York | 19 | 23 | 18 | 11 | 22 | 14 | 17 | 30 | 11 | 9 | 24 | | 198 |
| North Carolina | 25 | 10 | 5 | 8 | 10 | 7 | 11 | 19 | 11 | 6 | 25 | | 137 |
| North Dakota | 3 | 3 | 2 | 1 | 3 | 1 | 2 | 1 | 3 | 3 | 1 | | 23 |
| Nova Scotia | | 2 | 1 | | | 1 | | | | | | | 4 |
| Ohio | 27 | 38 | 20 | 29 | 121 | 11 | 29 | 31 | 39 | 13 | 12 | | 370 |
| Oklahoma | 74 | 22 | 35 | 34 | 57 | 19 | 41 | 40 | 29 | 8 | 23 | | 382 |
| Ontario | 5 | 6 | 9 | | 4 | 2 | 3 | 7 | 1 | 2 | 4 | | 43 |
| Oregon | 3 | 4 | 3 | 7 | 7 | 2 | 3 | 2 | 3 | 0 | 1 | | 35 |
| Pennsylvania | 16 | 25 | 12 | 15 | 15 | 5 | 12 | 28 | 12 | 3 | 4 | | 147 |
| Prince Edward Isl. | | 0 | | | | | | | | | | | 0 |
| Puerto Rico | 1 | 1 | | | 1 | 1 | | 1 | | | | | 5 |
| Quebec | 3 | 2 | 2 | 1 | 2 | | 5 | 4 | 1 | 1 | 5 | | 26 |
| Rhode Island | 2 | 2 | | | 2 | | 1 | 1 | 4 | 2 | | | 14 |
| Saskatchewan | 1 | 1 | | | | | 1 | | | | | | 3 |
| South Carolina | 20 | 9 | 6 | 2 | 1 | 1 | 9 | 9 | 10 | 8 | 6 | | 81 |
| South Dakota | 5 | 2 | | 2 | 17 | | 8 | 1 | 3 | 2 | 2 | | 42 |
| Tennessee | 15 | 25 | 19 | 16 | 23 | 11 | 28 | 22 | 23 | 10 | 28 | | 220 |
| Texas | 135 | 82 | 83 | 58 | 100 | 60 | 112 | 100 | 43 | 45 | 58 | | 876 |
| Thailand | | | | | | | | | | | | | |
| Utah | 9 | 6 | 1 | 1 | 3 | 2 | 2 | 1 | 4 | 1 | 3 | | 33 |
| Vermont | | 3 | | | | | 1 | | | | | | 4 |
| Virginia | 12 | 7 | 13 | 9 | 14 | 1 | 4 | 8 | 7 | 9 | 5 | | 89 |
| Washington | 18 | 6 | 7 | 2 | 14 | 2 | 2 | 9 | 4 | 2 | 1 | | 67 |
| Washington, D. C. | 2 | 1 | | | | | | | | | | | 3 |
| West Virginia | 7 | 8 | 6 | 1 | 9 | | 7 | 5 | 7 | 2 | 1 | | 53 |
| Wisconsin | 42 | 31 | 19 | 20 | 115 | 18 | 43 | 35 | 46 | 21 | 10 | | 400 |
| Wyoming | 4 | 6 | | 2 | 2 | | | | 1 | 2 | | | 17 |
| Military | | | | | | | | | | | | | 0 |
| TOTAL | 1197 | 880 | 685 | 650 | 1742 | 399 | 963 | 834 | 840 | 372 | 559 | 0 | 9119 |

Fayetteville Visitor Center - 2011 Sales & Visitor Count

| | Jan | Feb | Mar | Apr | May | June | July | Aug | Sep | Oct | Nov | Dec |
|---------------------|----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Sales Totals | \$854.92 | \$1,262.24 | \$2,450.88 | \$5,220.72 | \$7,370.00 | \$6,356.51 | \$5,707.79 | \$9,650.33 | \$5,182.26 | \$7,221.30 | \$4,797.54 | |
| 2010 Totals | \$557.65 | \$354.29 | \$745.44 | \$2,166.24 | \$2,296.32 | \$2,360.35 | \$3,516.20 | \$3,557.59 | \$2,680.20 | \$2,889.62 | \$2,515.90 | \$5,694.64 |
| % Change | | | | | | | | | | | | |
| from 2010 | 53.3% | 256.3% | 228.8% | 141.0% | 220.9% | 169.3% | 62.3% | 171.3% | 93.4% | 149.9% | 90.7% | -100.0% |

| | | | | | | | | | | | | |
|----------------------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-------|--------|----------|
| Visitor Count | 295 | 238 | 691 | 1301 | 1454 | 1463 | 1441 | 1457 | 1313 | 1189 | 1103 | |
| 2010 Totals | 213 | 209 | 432 | 901 | 945 | 1,062 | 1,378 | 1,304 | 1,049 | 1,145 | 816 | 754 |
| % Change | | | | | | | | | | | | |
| from 2010 | 38.50% | 13.88% | 59.95% | 44.40% | 53.86% | 37.76% | 4.57% | 11.73% | 25.17% | 3.84% | 35.17% | -100.00% |

2011 Goal = \$30,000/year or \$2,500/month

| | | | |
|--------------------|-------------|--------------------|-------------|
| 2010 Totals | | 2011 Totals | |
| Sales | \$29,334.44 | Sales | \$56,074.49 |
| Visitors | 10208 | Visitors | 11,945 |

*% Change = divide the difference between the two numbers by the 2010 number
then move the decimal two spaces right*

| | |
|-------------------------------|------------|
| 2010 monthly sales average= | \$2,444.54 |
| 2010 monthly visitor average= | 851 |
| 2010 sales per visitor = | \$2.87 |

| | |
|------------------------------|------------|
| 2011 monthly sales average= | \$5,097.68 |
| 2011 monthly visitor average | 1086 |
| 2011 sales per visitor = | \$4.69 |

Fayetteville Town Center, Manager's Activity Report

October 1, 2011 to October 31, 2011

Sales:

| | OCTOBER 2010 (base) | OCTOBER 2011 | Month % Change | YTD 2010 | YTD 2011 | YTD % Change |
|--|------------------------|-----------------|-------------------|--------------|--------------|-----------------|
| Sales (# returned contracts by log date – GL) | 20 | 14 | (30%) | 171 | 149 | (13%) |
| Complete Events (Paid/Sponsored) (EMS Calendar - attached) | 27 | 19 | (30%) | 185 | 176 | (5%) |
| Sales (\$ returned contracts by log date – GL) | \$30,975.00 | \$24,930.00 | (20%) | \$281,543.06 | \$243,934.87 | (13%) |
| Collections ** (\$ - Payment Log) | \$28,423.56 | \$26,525.48 | (7%) | \$319,280.24 | \$311,806.31 | (2%) |
| Credit (\$ - GL) | -0- | -0- | NA | -0- | -0- | NA |
| Average per event (\$ Sales / # Sales) | \$1,548.75 | \$1,780.71 | 15% | \$1,646.45 | \$1,637.15 | (.5%) |

We have collected 75% of our annual sales goal.

Operations Items:

- General Maintenance.

Marketing, Sales and Public Relations:

- Worked with CVB on Trick or Treat on the Square, which had a huge turn out.
- Artini has over 30 artist.
- Here Comes the Bride save the date cards going out.

Event List:

- October 6 – ASID
- October 6 – UA College of Ed
- October 10 – Kappa Kappa Gamma
- October 10 – NWA Razorback Club
- October 12 – Hanson Pipe
- October 12 – PSAT Testing
- October 13 – Hanson Pipe
- October 14 – Children's Safety Center
- October 15 – Healthy Marriage
- October 15 – Ray Reception
- October 15 – Twin Rivers
- October 17 – Fay Chamber
- October 18 – Girls Tea Party
- October 21 – UA Chemistry Dept.
- October 22 – Abel Reception
- October 22 – Rutherford Reception
- October 26 – UA Legal Clinic
- October 29 – Oregon Trails
- October 29 – White Reception

Fayetteville Town Center, Manager's Activity Report

November 1, 2011 – November 30, 2011

Sales:

| | November 2010 (base) | November 2011 | Month % Change | YTD 2010 | YTD 2011 | YTD % Change |
|--|-------------------------|------------------|-------------------|--------------|--------------|-----------------|
| Sales (# returned contracts by log date – GL) | 21 | 26 | 24% | 192 | 175 | (9%) |
| Complete Events (Paid/Sponsored) (EMS Calendar - attached) | 18 | 16 | (11%) | 203 | 192 | (5%) |
| Sales (\$ returned contracts by log date – GL) | \$34,816.00 | \$57,074.37 | 64% | \$316,359.06 | \$301,009.24 | (5%) |
| Collections ** (\$ - Payment Log) | \$30,891.43 | \$38,065.65 | 23% | \$350,171.67 | \$349,871.96 | (.08%) |
| Credit (\$ - GL) | -0- | -0- | NA | -0- | -0- | -0- |
| Average per event (\$ Sales / # Sales) | \$1,657.90 | \$2,195.17 | 32% | \$1,647.70 | \$1,720.05 | 4% |

We have reached 84% of our 2011 sales goal.

Operations Items:

- Flower bed irrigation system cleared and turned off.
-

Marketing, Sales and Public Relations:

- \$29,200.00 – contracts written in November.
- Some meetings were picked up from Cosmopolitan closing.
- Artini – Huge success, collected over \$3,000.00 in ticket sales and most artist sold their work.

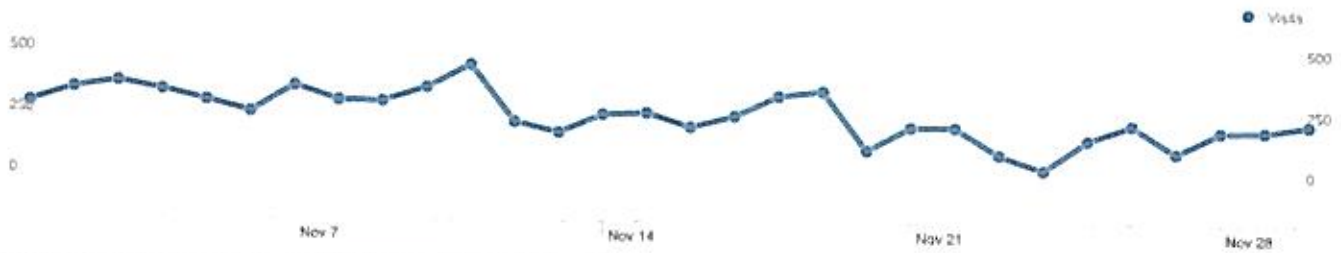
Event List:

- November 2 – Arvest Bank
- November 3 – First Thursday
- November 3 – Verizon
- November 5 – Order of Omega
- November 7 – Fayetteville Chamber
- November 8 – Moon Distributors
- November 12 – Ocejo Reception
- November 17 – Mac Blackwell
- November 17 – Ozark Electric
- November 19 – Le-Sayabane Reception
- November 20 – UA African Students Assoc.
- November 20 – Purple Light
- November 28 – UA Distinguished Lecture Series
- November 29 – Hanson Pipe
- November 29 - 30 - Artini

Dashboard

Nov 1, 2011 - Nov 30, 2011

Comparing to: Site



Site Usage

8,785 Visits

40.87% Bounce Rate

30,188 Pageviews

00:02:36 Avg. Time on Site

3.44 Pages/Visit

76.35% % New Visits

Traffic Sources Overview



■ Search Engines
 6,081.00 (69.22%)
 ■ Referring Sites
 1,679.00 (19.11%)
 ■ Direct Traffic
 1,025.00 (11.67%)

Content Overview

| Pages | Pageviews | % Pageviews |
|----------------|-----------|-------------|
| / | 4,473 | 14.82% |
| /play.php | 3,996 | 13.24% |
| /calendar.php | 3,965 | 13.13% |
| /eat.php | 1,156 | 3.83% |
| /nightlife.php | 1,133 | 3.75% |

Comparison to Previous Year

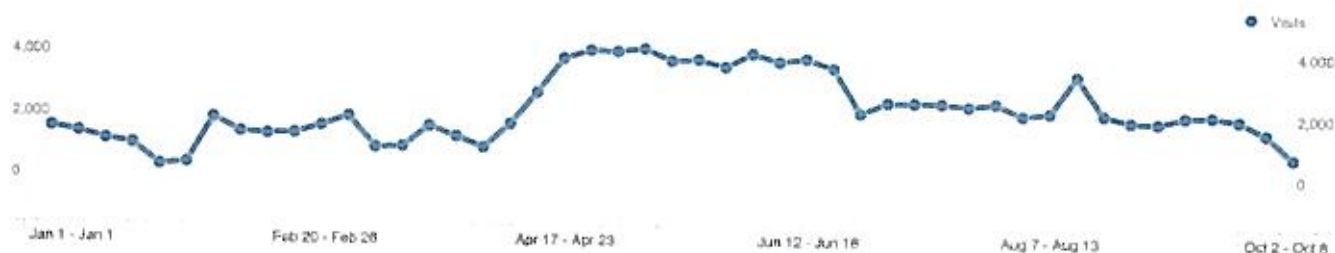
November 2011 Visits: 8,785
 November 2010 Visits: 7,666

Jan-Nov 2011 Visits: 121,757
 Jan-Nov 2010 Visits: 99,653

Dashboard

Jan 1, 2011 - Nov 30, 2011

Comparing to: Site



Site Usage

121,757 Visits

43.84% Bounce Rate

420,680 Pageviews

00:02:40 Avg. Time on Site

3.46 Pages/Visit

77.34% % New Visits

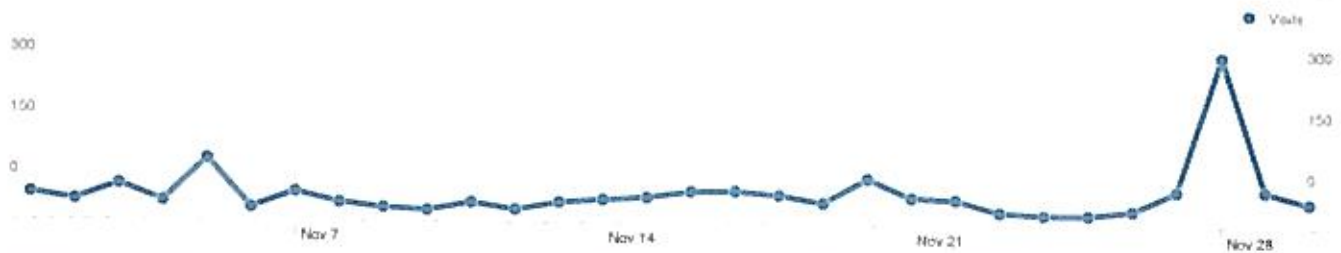
Traffic Sources Overview



- Search Engines
62,683.00 (51.48%)
- Referring Sites
33,718.00 (27.69%)
- Direct Traffic
25,356.00 (20.83%)

Content Overview

| Pages | Pageviews | % Pageviews |
|---------------|-----------|-------------|
| / | 74,774 | 17.77% |
| /play.php | 54,002 | 12.84% |
| /calendar.php | 36,669 | 8.72% |
| /vguide.php | 16,873 | 4.01% |
| /visitors.php | 14,002 | 3.33% |



Site Usage

1,466 Visits

42.97% Bounce Rate

4,244 Pageviews

00:01:21 Avg. Time on Site

2.89 Pages/Visit

80.42% % New Visits

Traffic Sources Overview



Search Engines
1,100.00 (75.03%)

Referring Sites
244.00 (16.64%)

Direct Traffic
122.00 (8.32%)

Content Overview

| Pages | Pageviews | % Pageviews |
|-----------------|-----------|-------------|
| /NaN | 3,931 | 92.62% |
| / | 104 | 2.45% |
| /location.shtml | 29 | 0.68% |
| /social.shtml | 29 | 0.68% |
| /index.shtml | 28 | 0.66% |

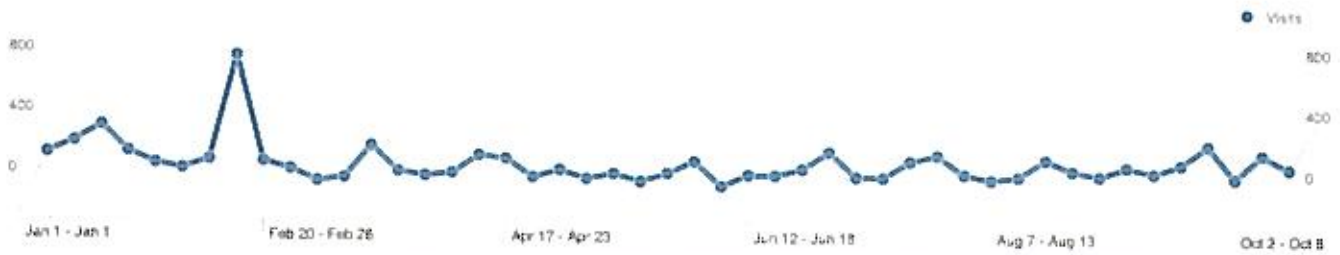
Comparison to Previous Year

November 2011 Visits: 1,466

November 2010 Visits: 842

Jan-Nov 2011 Visits: 12,343

Jan-Nov 2010 Visits: 10,322



Site Usage

12,343 Visits

36.35% Bounce Rate

39,001 Pageviews

00:01:40 Avg. Time on Site

3.16 Pages/Visit

77.77% % New Visits

Traffic Sources Overview



- Search Engines
8,844.00 (71.65%)
- Referring Sites
2,207.00 (17.88%)
- Direct Traffic
1,292.00 (10.47%)

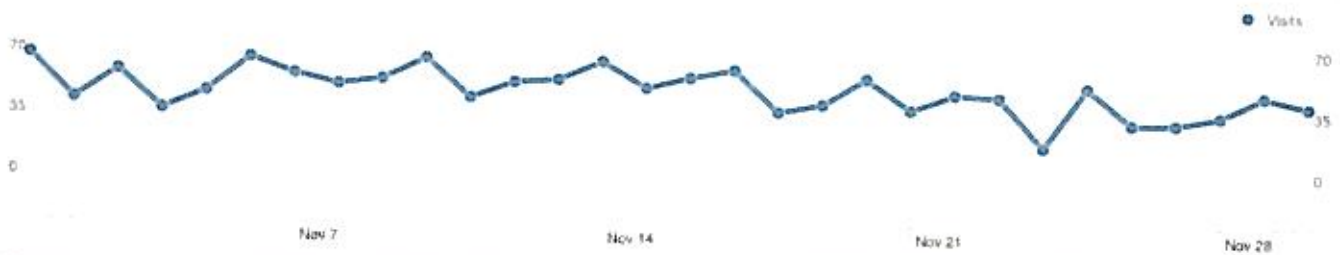
Content Overview

| Pages | Pageviews | % Pageviews |
|-----------------|-----------|-------------|
| /NaN | 36,815 | 94.40% |
| / | 633 | 1.62% |
| /wedding.shtml | 226 | 0.58% |
| /location.shtml | 174 | 0.45% |
| /about.shtml | 172 | 0.44% |

Dashboard

Nov 1, 2011 - Nov 30, 2011

Comparing to: Site



Site Usage

1,526 Visits

23.59% Bounce Rate

3,159 Pageviews

00:00:42 Avg. Time on Site

2.07 Pages/Visit

93.77% % New Visits

Traffic Sources Overview



■ Referring Sites
894.00 (58.58%)

■ Direct Traffic
475.00 (31.19%)

■ Search Engines
156.00 (10.22%)

Content Overview

| Pages | Pageviews | % Pageviews |
|----------------|-----------|-------------|
| / | 1,709 | 54.10% |
| /home.html | 1,289 | 40.80% |
| /Timeline.html | 161 | 5.10% |

Comparison to Previous Year

November 2011 Visits: 1,526

November 2010 Visits: 275

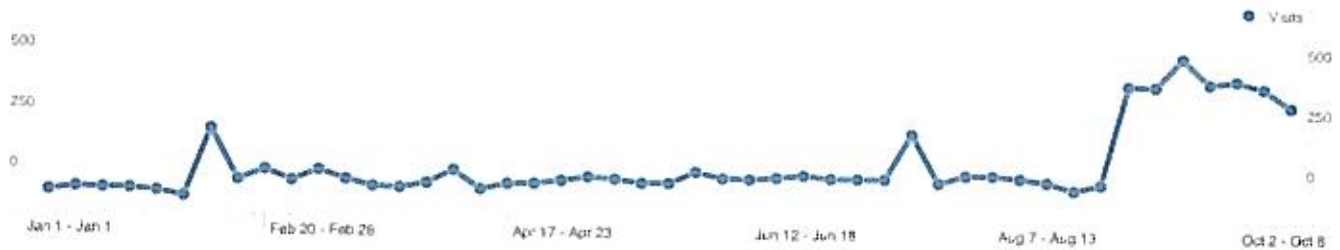
Jan-Nov 2011 Visits: 7,168

Jan-Nov 2010 Visits: 6,745

Dashboard

Jan 1, 2011 - Nov 30, 2011

Comparing to: Site



Site Usage

7,168 Visits

25.50% Bounce Rate

15,122 Pageviews

00:00:55 Avg. Time on Site

2.11 Pages/Visit

91.42% % New Visits

Traffic Sources Overview



- Referring Sites
3,586.00 (50.03%)
- Search Engines
2,328.00 (32.48%)
- Direct Traffic
1,254.00 (17.49%)

Content Overview

| Pages | Pageviews | % Pageviews |
|---------------------------------|-----------|-------------|
| / | 7,717 | 51.03% |
| /home.html | 6,653 | 44.00% |
| /Timeline.html | 743 | 4.91% |
| /www.clintonhousemuseum.org | 3 | 0.02% |
| /translate_c?hl=ro&langpair=enl | 1 | 0.01% |



Fayetteville A&P Commission
PO Box 4157
Fayetteville, Arkansas 72702

December 9, 2011

TO: Fayetteville A & P Commissioners

FROM: Marilyn Heifner

RE: Increase in daily parking fee for Town Center parking deck.

The daily parking fee in the Town Center deck is currently \$3.00 per entry. It has been that rate since in July, 2000.

In the City Owned lot beside the Cosmopolitan/Chancelor hotel, the per entry charge is \$4.00 on the first level and \$3.00 on the 3rd (uncovered) level.

Town Center parking revenue from the daily fee will generate approximately \$5900 this year. I'm requesting that the Commission approve an increase in the daily rate for the Town Center parking deck to \$4.00 per entry.

This will generate approximately \$7855 dollars revenue for the Town Center in 2012.

COPY

**THE
REAL ESTATE
CONSULTANTS**
REALTORS • APPRAISERS • CONSULTANTS

118 N. East Avenue
P.O. Box 747
Fayetteville, AR 72702
Phone (479) 442-0762

July 14, 2011

Mr. Ronald Bumpass
1 W. Center, #2
Fayetteville, AR 72701

Re: Real Estate Consulting Services
Old Post Office Property
1 W. Center Street -- Fayetteville, AR

Dear Mr. Bumpass:

Per your request, I hereby attest I made a survey of matters pertinent to establishing an opinion of Most Probable Sales Price, on a fee simple cash basis, for the captioned property. Implied in this estimate was an immediately prior marketing time of 12-18± months, ending on this letter's effective date of July 14, 2011.

It is my understanding you acquired a copy of a certified summary appraisal report performed by my firm on the subject, with Fayetteville Chamber of Commerce as client. I was involved in all aspects of that assignment. The following clause was stated on the cover letter in that July 2006 report:

"This report has been prepared for the exclusive benefit of The Fayetteville Chamber of Commerce. It may not be used or relied upon by any other party without written permission of The Real Estate Consultants"

At time of delivery, the client was aware of your desire to hold a personal copy, and ensured that you received one. As representative of The Real Estate Consultants, my decision is you may feel free to refer to that prior report already in your possession. Of course, all previously stated Assumptions and Limiting Conditions remain applicable.

In addition, the following new assumptions are made, as related to the prior report:

1. All subject-specific data was correct and related comments and conclusions were reasonable.
2. Value conclusions as developed in each approach and as finally reconciled were credible.

In addition to a full exterior and interior inspection at time of prior appraisal, I have observed the site and building exterior many times over subsequent years. But, per our decision, I did not fully inspect the subject before producing this letter. As such, the following assumption is prudent:

3. There have been no significant changes to the property since the prior report's effective date.

This letter's intended use is for potential sales evaluation purposes of the client and intended user Mr. Ronald Bumpass. It is prepared for the client's exclusive benefit and may not be relied upon by any other party. Any other party relying on information provided does so at their own risk.

I retained data and reasoning supporting my analysis, opinions, and conclusions in my work files. This letter cannot be properly understood without additional information contained in those files.

Therefore, it is my considered opinion Most Probable Sales Price, as of July 14, 2011, would likely be *no less than* the 2006 appraised value – that of

Two Million One Hundred Thirty Thousand Dollars
\$2,130,000

Respectfully Submitted,

Gregory E. Young
The Real Estate Consultants

State Certified General Appraiser #CG 1354
State Licensed Real Estate Sales Agent #SA00048170

<

**Fayetteville Town Center
Annual Report to Fayetteville City Council
December 2011**

- I. Goals (as stated in Article V, Section 507 of the Lease and Agreement between the City of Fayetteville, Arkansas and the A&P Commission of the City of Fayetteville, Arkansas)
- A. Generate increased tourism for Fayetteville.
 - B. Remain financially viable with all debts and obligations paid timely.
 - C. Serve the Fayetteville community by use for local, non-profit groups and other community events.

II. Tourism Review

Total Contracts & Events (January – September)

| | 2010 | 2011 | Variance |
|---------------------|--------------|--------------|-----------------|
| Number of Contracts | 151 | 153 | 1% |
| Amount of Sales | \$244,919.96 | \$209,114.50 | (15%) |
| Number of Events | 188 | 158 | (16%) |

III. Increased Tourism

The following list represents FTC participation in events during 2011 that potentially resulted in overnight guests from outside the NWA area. Because the FTC does not track client guest lists, we have no way to accurately determine revenue associated with each event.

| Event Name | Event Date |
|---|-------------------|
| Martin Luther King Jr. Banquet | January 17, 2011 |
| Franklin Covey Seminar | January 26, 2011 |
| SARPA | February 5, 2011 |
| Smart Step Literacy | February 22, 2011 |
| Bassnectar Concert | February 25, 2011 |
| IECA Conference | March 31, 2011 |
| Kappa Scholarship Banquet | April 4, 2011 |
| UA Towers | April 8, 2011 |
| Smart Step Literacy | April 27, 2011 |
| Mutual of Omaha Aha Moments | May 2011 |
| UA Law School Graduation | May 21, 2011 |
| Fayetteville Adult Education Graduation | May 24, 2011 |
| Haas Hall Graduation | May 31, 2011 |
| UA Literacy Symposium | June 23, 2011 |
| Ronnie Brewer Foundation Banquet | July 30, 2011 |
| Various Wedding Receptions | |

IV. Financial Viability Summary

| | 2010 BUDGET | YTD 2011 (August 2011) |
|-----------------|--------------------|-------------------------------|
| Budget | \$416,897.00 | \$414,722.00 |
| Revenue | \$260,550.68 | \$283,299.96 |
| Expenses | \$267,793.02 | \$414,222.16* |

*This number includes cost of renovations including carpet and painting facility.

V. Facility Use Summary (January – September)

| | 2010 | 2011 |
|---|--------------|--------------|
| Sales (# executed contracts) | 153 | 115 |
| Sales (\$ executed Contracts) | \$284,592.00 | \$209,114.50 |
| Collections | \$305,348.40 | \$283,299.96 |

VI. Non-Profit and Community (January – September)

| | 2010 | 2011 |
|----------------------------------|-------------|-------------|
| Total Events | 188 | 158 |
| Non-Profit Events | 24 | 19 |
| Ratio: NP to Total Events | 13% | 12% |

VII. Community Support

- ❖ First Thursdays – Plaza.
- ❖ Girl Scouts Thinking Day.
- ❖ Earth Day Celebration on plaza.
- ❖ Public services including use of plaza to expand local Farmers Market, provision of public restrooms and parking for public events.
- ❖ Parks and Recreation Department Celebration of Trees on Plaza.
- ❖ Use of plaza for peaceful assembly, public speaking (i.e. Peace Rallies, Public Awareness of crippling illnesses such as cancer and leukemia) and political announcements.
- ❖ Local artists displaying their art in the Town Center Lobby offering enrichment of the arts for our community.
- ❖ Fayetteville High School P.S.A.T. testing.
- ❖ Dahli Lama Opening Ceremony on plaza.
- ❖ A list of non-profit events at the Town Center is available upon request.

VIII. Feedback

Gray/Carpenter Reception – Everything was amazing!!! You all made it so easy for us to pull off an awesome night! Thank you so much.

Arkansas High School Coaches Association Clinic – Great facility and excellent service.

Fayetteville Public Schools – The staff was a pleasure to work with.

ABC Home Inspection Institute – Great accommodations and we will continue to use the facility year after year.

IX. Fayetteville Town Center Staff

- Sandra Bennett, Facilities Manager
- Lynn Gill, Sales Director
- Collin Brunner, Event Coordinator
- Ashden White, Maintenance & Custodial

X. Supporting Documentation (not included with report unless otherwise noted)

- Income Statements: Actual vs. Budget 2010 and 2011 – included.
- 2010 General Ledger
- 2011 General Ledger
- Customer Evaluation Summary

| Event Name and Date | Comments |
|---|--|
| | |
| Gray/Carpenter Wedding 7/3/2011 | Everything was amazing!!!! You all made it so easy for us to pull off an awesome night!!!! Thank you so much! |
| O'Dell wedding July 9th, 2011 | Thank you so much for helping us make our reception beautiful and fun! |
| Arkansas High School Coaches Association Clinic June 21, 22, 23 - 2011 | Great facility and excellent service. |
| Arkansas High School Coaches Association Clinic June 21, 22, 23 - 2011 | Great facility and excellent service. |
| Butler Wedding 7/23/2011 | Many thanks for helping make this a enjoyable event. Everyone was more than helpful and the extra time that was made available to us was greatly appreciated. Please thank Ashton for his patience and great work ethic. Thank you all again. |
| Fayetteville Public Schools Convocation Aug. 9 and 10 | The staff was a pleasure to work with. Thank you, Rita Gillmeister |
| Student Activities Staff Retreat 8/4/2011 | |
| U of A Drama: Faculty retreat | All good except the AC. Difficult to keep cool in the room. Of course, it was VERY hot outside. |
| Wedding Reception 08/13/11 | We had a great experience with the staff and facilities at the Town Center. Thank you! |
| FHS Class of '71 40th Reunion | FABULOUS WORK, Sandra, Lynn, Collin, Marilyn, et al!!! Your team far exceeded our expectations!!! And, the facility is top rate!!! We'll be sending additional THANKS for your exceptional work via USPO shortly! THANKS AGAIN!!! Y'ALL ARE THE BEST!!! :) |
| Roberts / Falkner Wedding Reception 8-27-11 | The only thing that was a problem for me was my husband, the groom, was being dragged away from his own wedding reception by the event coordinator to haul trash to the dumpster. This was unacceptable. There were plenty of other people there for this task.... Overall our experience was decent. |
| ABC Home Inspection Institute Continuing Education Class 9/1-2/2011 | Great accommodations and we will continue to use the facility year after year. Thanks to all. Betty Maxwell President ABC Home Inspection Institute |
| Press Conference, Northwest Arkansas Tobacco Free Coalition | Thanks for all of the help - the event was a success! |

| | |
|--|---|
| The Honors College Convocation | Having our event at the Town Center went very well, better than expected!!! It was a very stressful situation, logistically speaking because our event is usually held on campus and being forced to move seemed like a nightmare. After speaking with Collin and doing a run through of the schedule of events for that day he made all the anxiety go away. He told us the outside vendors to contact and new what we needed to make this event successful. |
| Arkansas Orthodontics CDE Seminar/"Rendezvous" on August 26,2011 | Only challenge was the sound systems b/c the microphones were not great quality. Will need to fix for next year. [we are on the schedule for next year, 4th Friday in August, but have not received any contracts yet! MA |
| Hispanic Caucus conference, Democratas Unidos | Our only feedback would be that we would have appreciated seeing more coordination between our group and the wedding in the next room. The music was a significant distraction on Saturday as we were trying to close out our day. |
| Blue Pathways September 23rd | This is the second event that we have held in the large ballroom. On our evaluations from participants, there were several comments on the "blurry" screen because the of the HVAC system blowing the screen. Other than that, it was a perfect event! Thank you very much for all your dedication to our program. We will most definitely use your facilities again! |
| APWA Annual Confernce Oct 13th | Love this facility. |
| DREAM BIG Event October 14, 2011 | Lynn was a huge help the day of set-up and has already left me a message, while I was out of the office yesterday, to see if everything went well. Caroline Franco was GREAT the night of the event. She was always available any time I had to find her. I really appreciate all of her help. |
| ABC HOME INSPECTION TRAINING SEPTEMBER 2-3 2011 | GREAT SERVICE AND WILL NEED FACILITY IN SEPTEMBER 2012 PLEASE CONTACT ME BETTY MAXWELL abc@tcworks.net |
| Arkansas INBRE Research Conference, October 21-22, 2011 | Thank you! |

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| Wedding for Emily Abell and Jeremy VanLeeuwen. 10/22/11. | Everything was great! We loved the balcony and everything was coordinated well. There was some problems with the slide show despite a smooth practice run earlier in the day, but it eventually worked fine. Thanks for everything!!! |
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